VOGUE

Beauty Issue

INCORPORATING VANITY FAIR

6 NEW MAKE-UPS
3 NEW DIET CHARTS
30 REDUCING EXERCISES
96 COIFFURES

NOVEMBER 1, 1940
PRICE 35 CENTS
40 CENTS IN CANADA

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WYNN RICHARDS

FOR YOUR WAMSUTTA TROUSSEAU . . . *Your favorite store will show you the beautiful Wamsutta Supercale patterns and monograms like these. And many others.*

IT'S A WISE BRIDE THAT DECIDES ON DECEMBER

You brides who choose December for your marriage month are luckiest of all. Naturally you want lovely, long-wearing Wamsutta *Supercale** sheets and pillowcases for your trousseau. What an opportunity, therefore, to let it be known that they would be equally welcome as Christmas presents, wedding presents, or a combination of both! * * * * * *

Plan now for the best investment a bride can have. Send for your free copy of "A Guide for the Bride." It will show you all kinds and sizes of Wamsutta trousseau selections, from $36.90 to $736.60. Include 30 cents and we'll send you a special boudoir pillowcase of Wamsutta *Supercale*, 12″ x 18″, not sold in any store. Address: Dept. V-9, WAMSUTTA MILLS, New Bedford, Mass.

ASK TO SEE NEW "*SOMERSET*" TOWELS SPONSORED BY WAMSUTTA

Quality PRODUCTS OF AMERICAN COTTON

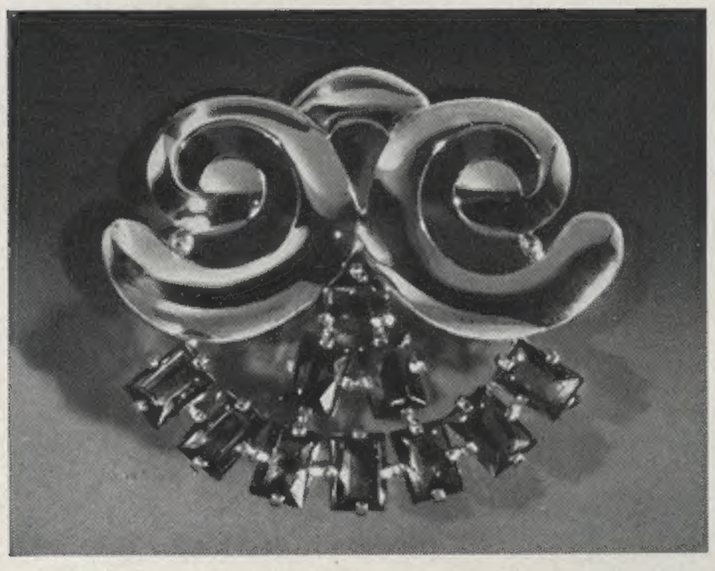
WAMSUTTA Supercale SHEETS

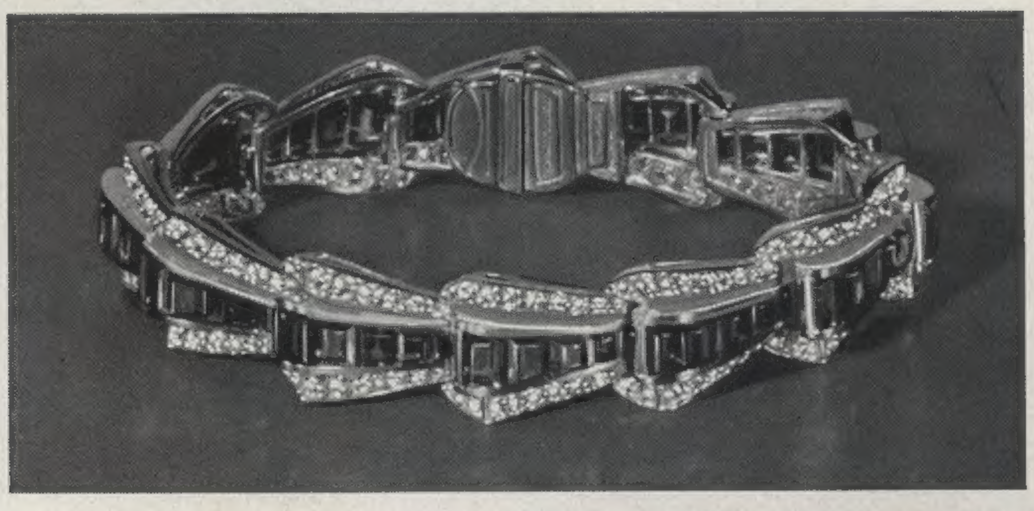
*REG. U. S. PAT. OFF.

TIFFANY & CO.

Our new building has every modern facility for the display of fine jewelry, silverware, stationery, china and glassware.

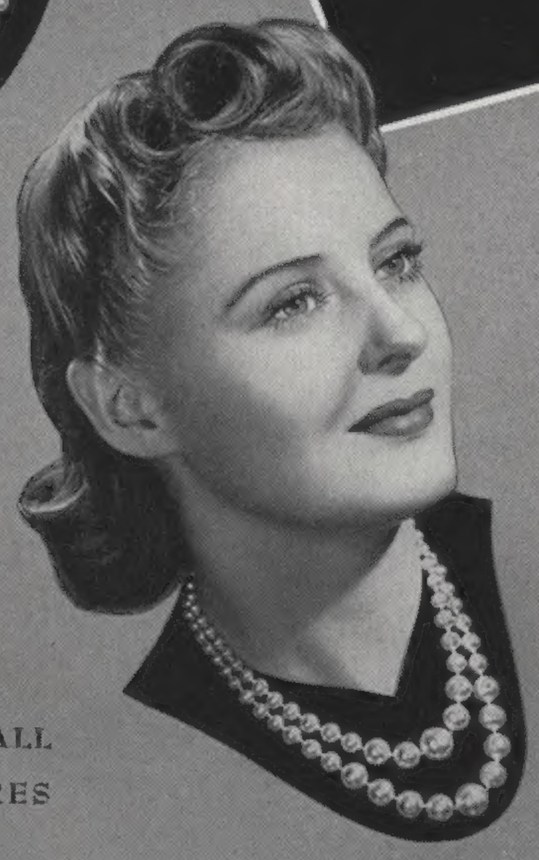
FIFTH AVENUE & 57TH STREET
NEW YORK





GOLD AND TOURMALINE BROOCH	$58.
TWELVE GOBLETS OR CHAMPAGNE GLASSES	12.
TWELVE CLARET GLASSES	11.
DIAMOND AND SAPPHIRE BRACELET	2650.
STERLING SILVER COFFEE SET, 3 PIECES	215.
STERLING SILVER TRAY	70.

Richelieu Pearls *



Does Quality Interest You ?

A pearl necklace of quality must possess:

- a fine oriental pearl sheen
- truly round flawless pearls
- assembled in perfect contour

Discriminating fastidious persons and experienced shoppers invariably select RICHELIEU PEARLS which are recognized by these distinctive qualities.

Created and Fashioned in America

FEATURED AT ALL BETTER STORES

*SIMULATED

Vogue
November 1st, 1940

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A. For Canada $1.00 additional per year for Tariff.

Vol. 96, No. 9
Whole No. 1639

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Beauties of Fisher –
To be soft as smoke
To shade darkly down to darkest at the hem
To make two coats like these, specialities of the house

HOYNINGEN-HUENE

Matinee Modes

GLORIFY YOU WITH LINES OF YOUTH
in Sizes 14 to 20 *and* up to 44
in MALLINSON'S rayon "Treasure Crepe"
woven with *Celanese** yarn

(left) SNOW-CAPPED SHOULDERS glistening with countless white beads. Softly full, the bodice and skirt front. In black, navy, and brown.

(center) ENGAGING INTRIGUE from the complicated bodice drape to the shoulder charms. Stem-slim skirt, partially pin-tucked. In black, navy, treasured aqua, charm blue, benedictine.

(right) MIDAS MIDRIFF. Dress of easy elegance and subtle detail. Two belts, one punctuated with antique metal studs and one self belt for basic dress. In black, soldier blue, gray-stone blue, and plum.

● Beloved of American women who want their fashion assurance to start with the luxurious feel of quality fabrics . . . and extend to flattering young lines and elegant detail. Here are new mid-season treasures full of assured sophistication for your important dates. Under $20.

At leading stores everywhere or write Matinee Modes, 1400 Broadway, N. Y. C.
Sponsored by PRICE-SCHLESINGER, INC.

*Reg. U.S. Pat. Off.

Nettie Rosenstein Bonwit Teller

ALTHOUGH Nettie Rosenstein has always modestly given credit to Paris, she has long ranked as a highly creative designer in her own right. Women who have worn her clothes have learned that her dressmaking is comparable with the finest individualized workmanship any custom salon can produce. Each Rosenstein dress is an entity.. each is fitted individually to a figure, and though the embroideries and trimmings may be the work of several girls, most of the sewing on the dress itself is done by one person.

Her special contribution is a sort of ladylike understatement that American women love and understand. In fact her clothes are almost ostentatiously quiet. Because of the way they are made, her things do not change fashion rapidly and have nine lives in that they may be worn for a long period and still keep their good looks. She's particularly famous for the way she handles drapery of the bodice and sleeve, and the beautifully molded bosom line has virtually become a Rosenstein signature.

Keynote to the Rosenstein-type are her mannequins. They all express the idealized American she likes.. medium-sized with a very soft feminine quality. She gives great time and attention to training them to walk "like ladies." There is no posturing or obvious "showing of clothes" in her salon. Her girls must be as well-bred as the clothes themselves. No wonder that for years she has been "my dressmaker" to women of exquisite taste.

Brownstone Ballroom. The kind of romantic gesture that Nettie Rosenstein does so well. Silk taffeta of burnished brown is suspended from the shoulders by chaste little inserts of flesh-colored net. A full triumphant skirt sweeps clear from a molded waist. Shirring is curved sweetly down the bosom then repeated over the hips. Misses' sizes, 245.00
Misses' Gown Salon, Sixth Floor

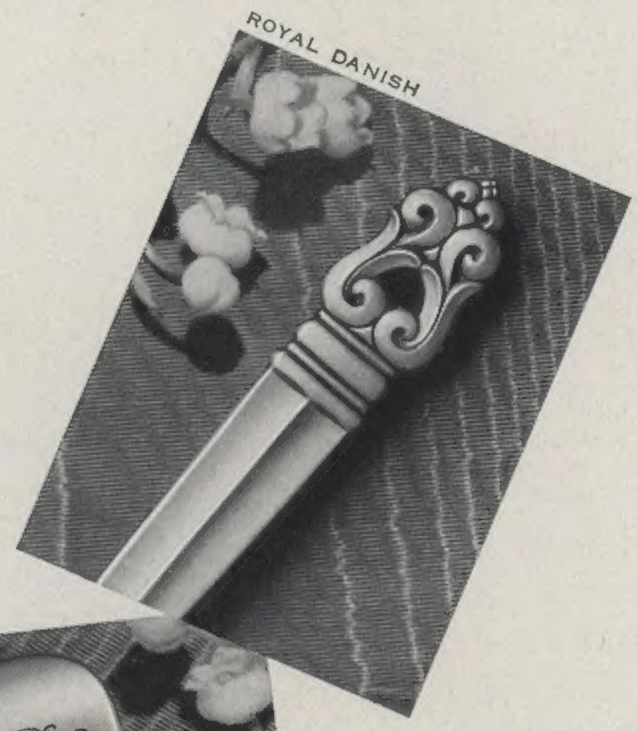
Distinction—from the distaff side

IT'S WOMAN, of course, who shapes the decorative destiny of a home. Woman who chooses and cherishes household treasures—expressing traditions of taste handed down from "the distaff side."

When it comes to sterling silver, let the choice be made with almost prayerful deliberation! If you choose a pattern of distinguished beauty, your pride in it will increase through the years—and your grandchildren will some day rise up and call you blessed!

We show you here four famous patterns of International Sterling—made by America's foremost silver house. There are, of course, many more at your jeweler's.

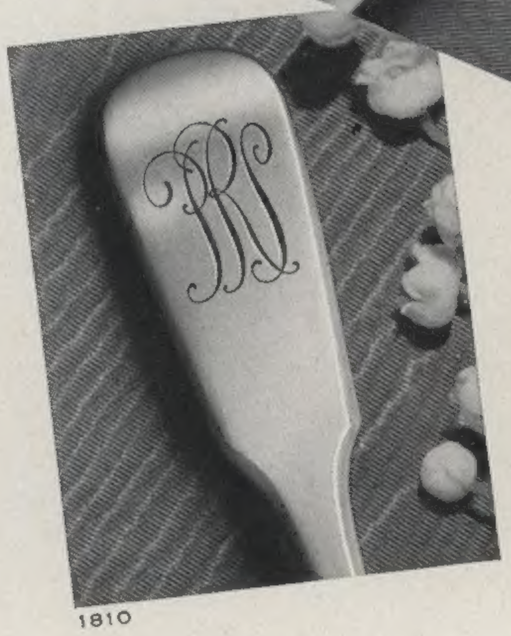
Prices? A 6-piece individual place setting can be had for as little as $16.75. A 36-piece service for six starts at $100. Lavishly complete services for twelve range no higher than $823. Your jeweler will be glad to show you International Sterling. May we suggest—*today?*



International Sterling

SERENITY

PRELUDE



1810

Advertisement

GRAY-O'REILLY

The dusky beauty of blended Hudson Bay sables in a fingertip wrap . . . for glamorous entrances on gala First Nights. From our brilliant Fur Collection.

FIFTY-SEVENTH STREET WEST, NEW YORK

Copr. 1940—American Viscose Corp.

Crown Tested Rayon Fabrics

Jet trimming for daytime elegance . . . Smart bolero dress in women's sizes and half sizes. Of a Crown Tested Rayon Crepe as seen at Franklin Simon & Co., New York City; Marshall Field & Co., Chicago; J. L. Hudson Co., Detroit; J. W. Robinson Co., Los Angeles; The Halle Bros. Co., Cleveland; C. Crawford Hollidge, Ltd., Boston; Joseph Horne Co., Pittsburgh; Woodward & Lothrop, Washington, D. C.; L. Bamberger & Co., Newark.

AMERICAN VISCOSE CORPORATION • World's Largest Producer of Rayon Yarn • 350 Fifth Ave., New York City

THE FIRST NAME IN RAYON . . . THE FIRST IN TESTED QUALITY

CROWN TESTED AND APPROVED RAYON FABRIC

This flattering, copper-studded *evening dress of acetate crepe and chiffon with classic bolero jacket typifies the combination of superior styling,* democratically priced.

Obtainable in the oldest established high class specialty house in America. $49.95

I. MAGNIN & CO.
CALIFORNIA — SEATTLE

Ellen Drew in Paramount's "CHRISTMAS IN JULY"

Looking for a Lovely New Complexion?

TRY PAN-CAKE MAKE-UP

The very first glance in your mirror will tell you that you have discovered a "miracle make-up"... and once you've made this first trial of Pan-Cake Make-Up you'll be devoted to it because...

- ★ *It creates a new complexion by imparting a lovely, youthful-looking color tone*
- ★ *It helps conceal tiny complexion faults*
- ★ *It imparts a soft, smooth, cameo finish*
- ★ *It stays on for hours without re-powdering*

Originated as a glamour secret for Technicolor pictures by *Max Factor Hollywood*, Pan-Cake Make-Up has become today's make-up fashion.

Max Factor
★ HOLLYWOOD

Created for Lord & Taylor

More arresting than bared shoulders — this deep-curved bodice, illumined by twisted ropes of golden beads on white, or coral beads on pale, pale blue. In fluid rayon crepe, 75.00 One of the newest of our original dress models created by ten of America's foremost designers. Exclusive with THE DESIGNERS' SHOP (dresses sizes 10 to 20). On the Third Floor Lord & Taylor, Fifth Avenue, New York

Revillon
Frères
FIFTH AVENUE AT FIFTY-FOURTH STREET • CIrcle 7-7343

George Platt Lynes

Quality... Beauty...

the Bendel credo... adapted to suit the changing times.

Henri Bendel
10 WEST 57
NEW YORK

Warm brilliance of purple lilacs,
Duchess of York, perfume by Prince Matchabelli

George Platt Lynes

Marshall Field & Company

All the drama is *yours;* white, white to make you vivid, covered arms, low decolletage to spotlight your proud head. Magnificently cut stark white acetate crepe, with one whamming big stone and gold cord bracelet embroidered on the right sleeve. From our collection of "great occasion" gowns, by top American designers.

CHICAGO

fashion approved

ENKA RAYON

206 Madison Ave., New York

OVERTURE to winter fashions . . . another Philharmonic-Symphony season opens under the baton of Mr. John Barbirolli at Carnegie Hall. And in the fashionable audience distinguished new evening clothes make their premiere. This Eisenberg Original with fine bead embroidery is created in Crepe Adagio of Enka Rayon. 49.95

FRANKLIN SIMON'S New York — **CARSON, PIRIE SCOTT & CO.** Chicago — **H. LIEBES & CO.** San Francisco

FOR THE DUCHESS IN YOU

PARFUM

jabot

LUCIEN LELONG

At last . . .
American designing genius
has actually solved the
problem of

Youth

For you
who wear
Sizes 18-44
and 16½-24½

At sight, any "Dressmaker Fit and Finish" dress looks like a Misses' frock. But, young as they appear, these dresses fit and flatter the places where your proportions are no longer quite "sweet sixteen." With generous outlets in main seams available if you need them, now you can wear the size you really are . . . enjoy that slick-fitted youthful look you once thought only your dressmaker could create. Overnight this ingenious idea has made "Dressmaker Fit and Finish" dresses sensationally successful. And because they really make you look years younger you'll find them featured in quality shops all over America. Try one on . . . see how much it does for your figure.

Fashioned of Duvaleen rayon crepe in the new under-the-coat shades, the dresses illustrated are priced around $25.00. Style on left in sizes 16½ to 24½. Colors: Aqua, Mute Blue, Plum Wine, and Rose. On right, sizes 18 to 44 in Aqua, Whisper Blue, Rose, Black and Navy. For name of nearest store write LYTTLE BROS., Inc., 1400 Broadway, New York City.

In DUVALEEN CREPE . . . a superb rayon fabric woven with Celanese yarn
Reg. U. S. Pat. Off.

OLDSMOBILE

cordially invites
the Women of America
to try the world's simplest, easiest
way to drive...

Hydra-Matic Drive

with no gear shifting...no clutch...
no clutch pedal!

OFFERED IN

THE CUSTOM CRUISER
Six and Eight

•

THE DYNAMIC CRUISER
Six and Eight

•

THE OLDSMOBILE SPECIAL
Six and Eight

OPTIONAL AT EXTRA COST

mais Oui
(PRONOUNCED "MAY WE"—MEANS "BUT YES!")
mais Oui
BOURJOIS
But Yes! . . . Give her the new, irresistible,
"Frankly Flirtatious" perfume! Saucy, piquant,
daringly different. In a flacon of fashion-wise
flair. Several sizes—or in glamorous gift sets.
BOURJOIS

VOGUE SAYS:

"Go to dinner in a reed-straight dress!"

That blessed little Talon placket fastener... It's downright indispensable to the new narrow dresses. It eases you in. Whittles your waist. Ends "gap-osis"—those hit-and-miss closings...But one word of warning! Don't just take it for granted you'll get the dependable Talon slide fastener. Make *sure!** Look for the word "Talon" on the pull-tab!

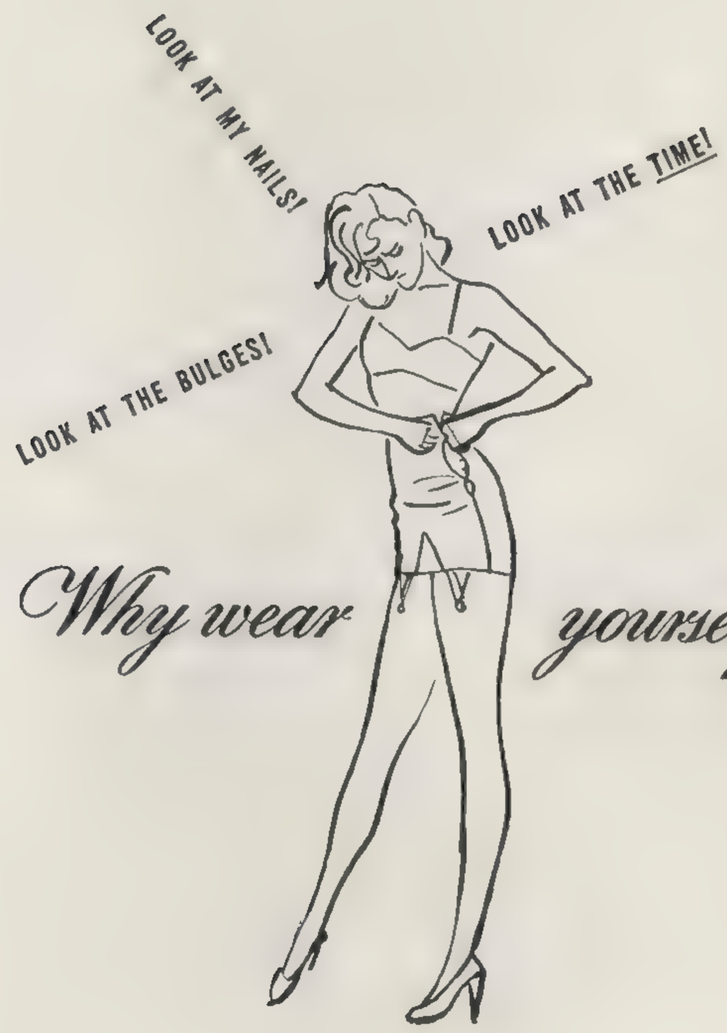
TALON, INC., MEADVILLE, PA.

"TALON"—THE DEPENDABLE SLIDE FASTENER

Reg. U.S. Pat. Off.

**Other women do! In fact, consumer surveys show that among the thousands of women expressing a slide fastener preference, more than 70 prefer "Talon" to every one who names any other brand!*

Grafstrom



Why wear yourself out?

Talon fasteners make corsets a cinch to manage

REG U.S. PAT. OFF.

Insist on the quick-and-easy Talon fastener on *all* your foundations. It's so swift, so sleek, so convenient. Besides, it saves wear and tear on corsets, makes them last longer! But—above all—remember that only the Talon slide fastener has the indispensable self-lock...and a patented method of insertion and reinforcement. No wonder consumer surveys show that "Talon" is women's favorite slide fastener. It's so completely reliable!

TALON, INC., MEADVILLE, PA.

"TALON" Reg. U.S. Pat. Off. — **THE DEPENDABLE SLIDE FASTENER**

Copr. 1940—American Viscose Corp.

An American Original designed by *Mabel McIlvain Downs* of a *Crown Tested Rayon Fabric*

as seen at Henri Bendel

CROWN TESTED AND APPROVED RAYON FABRIC

SENIORS! Enroll to-day in

VOGUE'S

6th PRIX de PARIS

Here's Quiz Number 1 in Vogue's Sixth Prix de Paris. Answer 4 of the questions below and take your first step toward the writing career that awaits you. Three more quizzes will follow in future issues of Vogue. If you pass these, you will be eligible to submit a thesis—the final step in this contest for senior college women.

Turn to page 121 for contest rules, entry blanks and list of prizes

QUIZ no. 1

Answer any four of the following questions. Please number your answers.

FASHION

1. In a paragraph of 150 words describe three important autumn fashion trends.

2. Select any two accessories featured in the October 15 issue and describe them in the "Shop Hound" manner, using 50 to 100 words for each description. (See the Shop Hound column on page 26 of the October 15 issue.)

3. Suggest your own substitute for the title, "To Dinner in Gold", on page 83 of the October 1 issue, and re-write the descriptive copy, using approximately the same amount of space.

4. (a) After studying the October issues of Vogue, name the field in which any three of the following American designers have made their reputation: Lilly Daché, Palter de Liso, Omar Kiam, Paul Flato, Richard Koret. (b) Write a commentary of 100 words on any leading American dress designer in whose recent work you are particularly interested.

NON-FASHION

5. As Feature Editor of Vogue, you decide to present the material on pages 68 and 69 of the October 1 issue ("Spot-Light on New York Wedding") as an article instead of a photographic feature with captions. In a 150 word paragraph, write the introduction to this article covering New York art exhibitions, movies, night clubs and plays.

6. For a one-page photograph similar to that of Mrs. Cameron Clark on page 61 of the October 15 issue, suggest an American woman prominent in art, theatre, literature or any form of public life, and write a brief descriptive paragraph of her outstanding activities.

7. Which full page advertisement in the October 1 issue of Vogue do you consider to be the least successful? Describe or illustrate your suggestions for improving the advertisement you select.

8. As Circulation Manager, you plan to stimulate sales of Vogue Christmas gift subscriptions in the colleges. Write a promotional letter to undergraduates telling why they should give Vogue to their friends for Christmas.

"MATARA" BROWN

Alaska Sealskin

In the new surplice silhouette, cut with deeper armholes to make it ideal for wear over suits. Casual as only the best can be . . . marvellous choice for round-the-clock wear. A style to win fashion honors . . . a fur to give distinguished service. In "SAFARI" Brown or Black if you prefer. *At the best store in your city* . . . FOUKE FUR COMPANY, St. Louis, Mo., Agents of the U.S. Gov't for the Processing and Sale of all Alaska Sealskins.

A bland emollient for skins that resent harsh weather... heavy creams

Copyright, 1940, by Dorothy Gray, Ltd.

DOROTHY GRAY

SENSITIVE SKIN CREAM

● If your skin is delicate, easily nettled by cold wind and artificial heat, then Dorothy Gray Sensitive Skin Cream is the perfect emollient for you! This cream is unusually bland and light—prepared expressly for the skin which rebels against too-rich, cloying cream. Sensitive Skin Cream feels beautifully soothing to skin chapped and roughed by exposure to cutting cold. Pat it on and let it remain on overnight. Faithful use helps keep your skin feeling smooth and pliant. $2.00.

DOROTHY GRAY LIPSTICK —*Firelight Red,* new, deep red, perfect with browns, earthy reds. *Ripe Cherries*—magnificent with stone blues, black, blue-greens. *South American Red,* for luminous blues, plum. *Siren,* thrilling clear red. Wear with practically anything! All Dorothy Gray lipsticks are *famous* for being creamy-textured, indelible as can be. Each, $1.00.

DOROTHY GRAY

American design of Beauty

THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES

a joy to wash
. . . to wear
. . . to own

KISLAV*

In the smart woman's glove vocabulary, KISLAV and WASHABLE are synonymous! In all colors . . . light, bright or dark . . . these ultra-ultra, rich doeskin* gloves emerge from soap**-and-water spic and span! You'll find they outwear several pairs of ordinary doeskins.

**doeskin-finished lambskin **we suggest Ivory*

Vogue's ADDRESS of shops

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

NEGATIVE WHIZ. It really isn't too early to start talking about those Christmas presents for Very Special People that involve time, effort, and a dash of ingenuity. So we're going to talk (and enthusiastically, too) about Leize Rose. In the telephone-book, she's listed as a "fabric photographer"—which means that she photographs flowers and ferns and Things, monotone or two colours, directly onto fabrics to make curtains, or slip-covers. And with startling results.

But here's the gift angle: she will take your pet snap-shots (or those you have filched from your Christmas giftee) and print them on lamp-shades, or waste-baskets—and the finished product will not only be effectively nostalgic, but extremely good-looking. Your dog, your horse, your home can all become a decorative motif—and at not very great expense, either. A waste-basket will come to around $8.

You might like some of her other ideas: she'll put strip photographs on either side of a blotter—nice for a man's library desk. Or she'll put series of photographs on screens. (We can imagine enchanting nursery ones.) Once you get into this fascinating place at 42 East Fiftieth Street, you'll undoubtedly find yourself dreaming up all sorts of interesting things for her to do, as did we.

ADDRESS—TELEPHONE SERVICE

YOUR BUSINESS—PERSONAL ADDRESS! Mail—Telephone messages taken; forwarded. No room number. Authorized agent American Exp. Co. (Foreign Money Orders). MU 4-1818. Fifth Avenue Public Service, 307 5th Ave.

ALL OCCASION BASKETS

ALICE H. MARKS famed baskets filled with luscious goodies for the traveler, hostess and convalescent. $5.50 up; packages $3.50 up. Fascinating gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

ANTIQUES REPAIRED

BROKEN-HEARTED over a broken vase? Our staff of experts repair modern and antique art objects, glass, china, metals, tortoise-shell, etc. Metal objects refinished or plated. Gem Specialty Co., 10 W. 47 St., N. Y. C.

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N. Y.

BALLROOM DANCING

BORED BY DIETS and strenuous exercise? The Butler Scientific Method of teaching Rhythm thru Rumba, Tango, all social dances, gives permanently that smart, lithe look. Tel. PL 3-7240. Albert & Josephine Butler, 66 E. 56

BEAUTY CULTURE

LOOK YEARS YOUNGER. JOANN COLLINS' nonsurgical face and neck treatments correct wrinkles, eye-lines, firm contour. See Miss Collins for blemishes. Freckles corrected. Advice free. 200 W. 58th St., N.Y.C. CI 7-1528

A BEAUTIFUL SKIN IN 5 DAYS—Helps Correct Blemishes, Crepy Necks, Wrinkles, Scars. Non-Surgical. Results Assured. Free Consultation. Established 1929. Helene Adair, 20 East 53rd St., N. Y. Phone PLaza 3-2489

LOVELY SKIN DEMANDS CARE. C. Reisner helps correct your facial blemishes and improves oily or dry skin. Complete cleansing of the skin and individual make-up hints. Free consultation. 505 5th Ave. VA 6-1623

BEVERAGES

BILLY BAXTER HAS PROOF THERE is only one fancy line of carbonated drinks now on the market, only one made regardless of cost for people who want fashionable service. The name is self-stirring Billy Baxter

BILLY BAXTER MAKES GINGER BEER, Quinine Soda, Club Soda, Sarsaparilla, etc. Popular size is 10 oz. club style of bottle, 4 dozen to case, priced at $7.00, delivered; $1.00 allowance made for each case empty bottles

BILLY BAXTER WILL OPEN ACCOUNTS if orders are on personal letterheads. Order a case today; assort it, if you wish. Send for complete booklet, price list and order card. The Red Raven Corporation, Cheswick, Pa.

CHILDREN'S WEAR

NATALIE, INC. & NATALIE GROWN-UP are side by side at 108 East 57 St. showing fall models for mother and daughter, also winter coats and hats for children. Road exhibit visiting principal cities. PLaza 3-4908

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PERSONAL ENGRAVED CHRISTMAS Cards in exclusive designs, magnificent assortment. Will be delivered anywhere. Write for samples at once. Everett Waddey Company, 5 South 11th Street, Richmond, Virginia

CLEANERS & DYERS

FROM NEAR & FAR come America's smartest wardrobes for the superb Landsman cleaning. Dresses $3 up. Men's suits, $2.50. Parcel Post Service. The Landsman Method, Cleaners to the Fastidious, 799 Park Ave., N. Y. ST 4-7815

PHIL COOPER specializes in fine cleaning of fine clothes. Special treatment for ladies' fur-trimmed coats. Individual attention to each garment. Beautiful dyeing. Stores throughout New York City, or phone LOngacre 5-3237

CORRESPONDENCE SERVICE

DIFFICULT LETTERS TO WRITE? Send your problem. You will receive appropriate, typed suggestions to put on your own stationery in your own handwriting. For all details write Mrs. J. W. Hinson, Marianna, Florida

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

COSMETICS

SALLYE HARMER COSMETICS are sold in the comfort of your home. Individualized cosmetics made fresh every day and sent direct from the laboratories to patrons all over the country. Experts on Skin are our salespersons. Would you like to learn? Dignified way to earn money. Liberal commissions enable you to become independent. Territories are more valuable each day. Complete information, write Sallye Harmer, Lansdowne, Pa. Dept. 10

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

DELICACIES

VENDOME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

CHEF D'ORLEANS—Seafood Delicacies ready to serve. Decoratively wrapped Gift Packages. Smoked Oysters, Green Turtle Soup, Pâté of Shrimp, Creole Gumbo. Free Folder. N.O. Delicacy Co., 1406—7th St., New Orleans, La.

DOROTHY MATHEWS' PLUM PUDDINGS. In bowls. Finest ingredients. Serve flaming at Xmas. Boxed as gifts $1.75—serves 6. Individuals 8 in box, $2.50 postpaid. Hard Sauce 50c. 217 Bradley Blvd., Chevy Chase, Md.

DESERT PALM RIPENED FRESH DATES attractively packed. Choice Ranch Pack—1 lb., 55c, 2 lb., $1.00. Fiesta Pack—1 lb., 65c. Redwood Box—2 lb., $1.50. Postpaid from Nash's Desert Ranch, Palm Springs, Calif., Box 832

DOMESTIC EMPLOYEES

WHEN PLANNING for your family's comfort, has a household problem arisen? Years of experience fit us to select the proper applicant for the individual position. Miss Brinkley's Placement Agency, 1 West 47th Street, New York

DRESSMAKING

IT WAS FUN buying your clothes in the busy shop. Let our expert staff fit them in the comfort of your home. Whether it is designing for your personality or remodeling, call or write. Mme. Jane, 981 Madison Ave., N. Y. RH 4-1600

JEANNE GRÉBÈRE, Expert Modiste. Day, evening clothes, coats & suits. New designs now ready. Careful remodelling, designing, workmanship. Models copied exactly. Prices moderate. PL 3-2572. 140 E. 58th St., N. Y. C.

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

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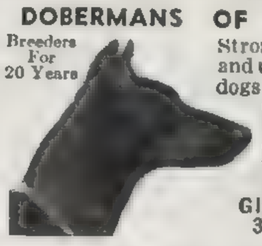

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THE DOG

Vogue's gallery of

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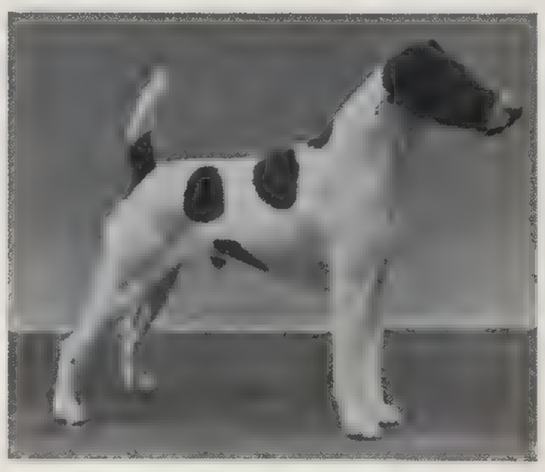
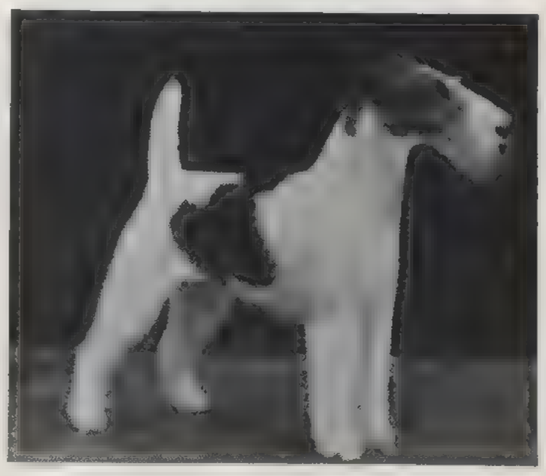


A Fox Terrier is always ready for a romp, a walk, or a motor ride; he is a quick and alert watch-dog and a destroyer of vermin, par excellence; sensible, faithful, intelligent, full of courage, yet kind and gentle. I have never been bitten by one, nor have I ever seen one bite a child. Ch. Crackley Striking of Wildoaks. Owner, Mrs. R. C. Bondy



There are a number of reasons for the popularity of the Fox Terrier. His size enables him to be kept conveniently and cheaply in these days of apartments and high food costs. He is a smart house dog and a merry, bright, and trappy little indoor or outdoor companion for anyone. Ch. Battlehill Bernadette. Owners, Mr. and Mrs. W. B. Reis

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MODE

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Ch. Nornay Saddler, Smooth Fox Terrier, owned by James M. Austin, Westbury, Long Island; retired after winning his fifty-fifth Best in Show award at Far Hills, N. J., Saturday, September 21. His fame has spread throughout the world, and for a time he received as much fan mail as any well-known movie star. Hail to a Wire Fox Terrier Champion!

Early royal patronage of the Fox Terrier is indicated in a letter of August 15, 1617, from King James I., addressed to the Laird of Caldwell, requesting him "to search out and send two couples of excellent terriers which are stout fox killers and will stay long in the ground." Ch. Stepping Stone of Wirehart. Owners, Mr. and Mrs. G. H. Hartman

The Smooth antedated the Wire by some fifteen or twenty years in the show-ring. At first was classified among the sporting breeds because of his keen nose and remarkable staying powers in accomplishing work of driving the fox from his hole in which he had taken refuge when pursued by the hounds. Ch. Desert Deputy; William Holden White

At the first specialty show of the American Fox Terrier Club in 1886, there were some seventy-five Smooths and only four Wires. Even as late as 1907, the entry at the second largest show in America of the New England Kennel Club was a hundred Smooths, about a dozen Wires. Ch. Andely Lovely Lady. Owner, Mrs. Barbara Lowe Fallass

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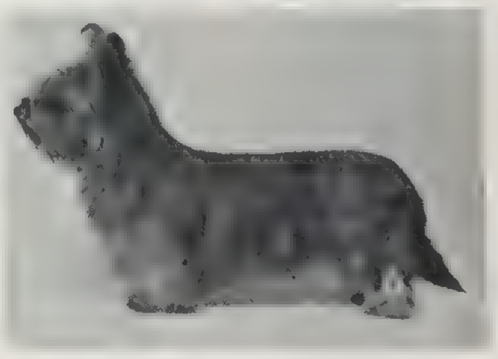

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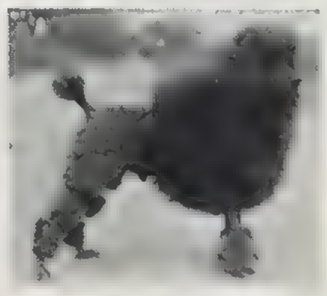

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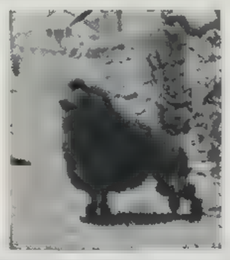

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Obedience Trial Classes First Time at any American All-Toy Show
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Under the Management of
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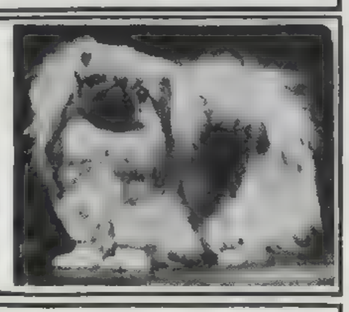

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Little watch-dog of Belgium. Black, short coat, unusually hardy. 18 lbs. Easy to feed—easy to train. Kind with children. Long lived. Ship anywhere.

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Dogs quickly learn good table manners and clean, healthful eating habits with DOGGY-DYNER. These sturdy steel tables raise the food to the correct height—are heavy enough so they "stay put", have a beautiful chip-proof high gloss Baked Enamel finish in Red, Green, Ivory and Blue, and are equipped with 2 heavy Sanitary Enamel or Glass Bowls with colors to harmonize—one for water—one for food. DOGGY-DYNER is best for your Pet and it adds to the attractiveness of your Modern Kitchen.

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Spaniel Model - Price $2.00
For long-eared dogs. Equipped with enamel bowls. Single Spaniel $1.00

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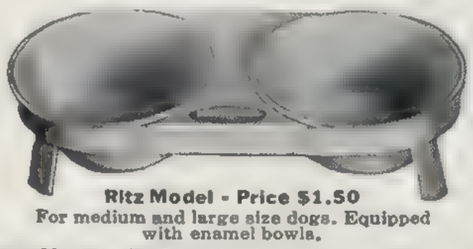
For small and medium size dogs. Equipped with glass bowls and suction cups.



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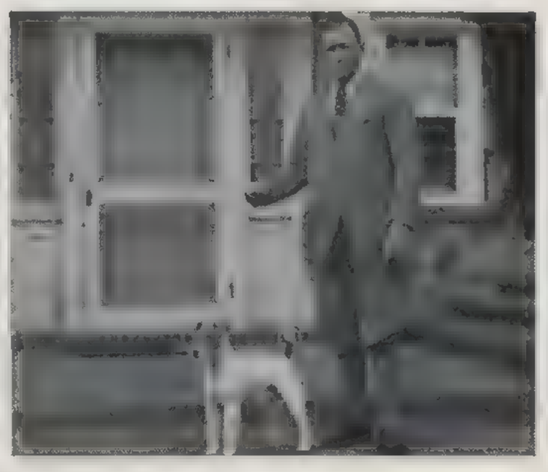
THE DOG

Vogue's gallery of



A prominent exhibitor of Wire Fox Terriers in the early '20's was Reginald M. Lewis, here shown with Ch. Gang Warily imported from England by Percy Roberts. The first Wire Fox Terrier to reach America was Tyke, born March 20, 1879, imported by John Granger of New York, one of the founders of the American Fox Terrier Club

Irving Ackerman in his book, "The Complete Fox Terrier," writes, "The Fox Terrier has straight legs, an expressive face, talkative eyes, and a nose which leads him swiftly from one misdemeanor to another. Originally, he had a liberal tail, but it has been edited and revised by man into a mere stump." Youngsters owned by Mrs. Olga Gannon

The truism "Once a Fox Terrier fancier, always a Fox Terrier fancier" has held good since the beginning of the dog-show movement which took place in England late in the 1850's. As far as popularity is concerned the wire leads all breeds in point of registrations with the English Kennel Club. Sun Beau Sandra. Owner; Dr. Harold V. Cottom

The Fox Terrier's concept of heaven is to live in his master's house; to be permitted to snooze on the sofa or at his master's feet beside the fire; to beg for tidbits at the table or for handouts from the cook; to ride with the family in the automobile; or to sleep beside his master's bed. Int. Ch. Talaurora Smasher. The owner, Arthur W. Scharfeld

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Grown fawn Great Dane. Car, lead, and house broken. Fine disposition, excellent condition. Fond of children. Needs one point for championship.
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MODE

pure bred dogs

Judging of Open, Wire, Bitch class at Ox Ridge Kennel Club Show, Darien, Conn., September 2. Left to right: M. Silver with Enchantress of Wildoaks; W. L. Lewis with Roselea Queen Again of Glynhir; Judge, Mrs. D. Y. Henderson; Percy Roberts with Guardian Angel of McWire; Thomas Gately with Dogberry Lilac Time. A fine collection

The American Fox Terrier Club will hold its annual autumn indoor show in Cincinnati, November 3. The judge will be Mrs. Marie A. Stone, of Milwaukee. If you know the fine quality of this breed, you will undoubtedly mark this date on your calendar. Thomas Keator, Buffalo, Judging Fox Terriers at Greenwich, Conn., annual show, June 1940

The pleasure of exhibiting a good Fox Terrier is much enhanced by the pride of being its breeder. Anybody with money can purchase a fine dog, but to plan that dog before his parents were brought together requires considerable study. Ch. Flornell Springbok with her sturdy youngsters. Owned by Mr. and Mrs. J. A. Farrell, jr., Darien, Conn.

The Fox Terrier has held a foremost place in popular favour and affection since the beginning of American dog shows. The entries of the breed may not be the most numerous, but they show that, while other breeds wax and wane in their popularity, the Fox Terrier goes on forever. Ch. Hetherington Surprise Model; Mr. and Mrs. T. H. Carruthers

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Dog-Tex is the original proven dog stain eradicator. Ends all embarrassing odors! Prevents rotting and bleaching! Your dog never had a better friend.
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Use SHOW COAT Dog Cleansing Pads

A revolutionary method for cleaning and deodorizing your dog—safe even for puppies. No water is required. Each lotion-treated pad whisks away dirt, and leaves the hair clean and glossy, without changing its texture or drying the skin. The dog's hair dries almost instantly.

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The dog on the right suffered from typical Summer Eczema caused by external parasites—NOT food. The combination of HILO DIP and HILO OINTMENT corrected this trouble in six weeks. One Kills the Parasites and the other gives the dog QUICK RELIEF. Prices: HILO DIP 1 oz. 25c; 3 oz. 50c; 6 oz. 85c; pint $2.00; quart $3.50; HILO OINTMENT 1 oz. 25c; 3 oz. 50c; 15 oz. $1.50. At Pet, Seed, and Dept. Stores. Pamphlet with many photos of actual cases FREE. If your dealer cannot supply you write Dept. V-11.
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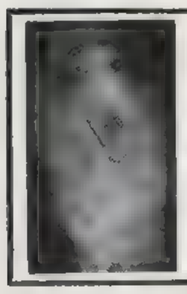

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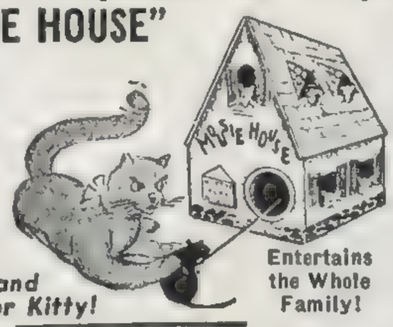

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BOOKLET ON REQUEST

GOURMET'S GUIDE

selected restaurants in and out of town

Do you long for suggestions about new places to dine or lunch? Vogue gives you here a list of attractive restaurants for your choice.

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Le Restaurant Par Excellence. Cuisine Francaise. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
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High class French Cuisine
Most popular cocktail hour

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Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

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VOGUE'S GOURMET'S GUIDE will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

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IF YOU LIKE well-cooked food; if you like a pleasant atmosphere; if you like the best of service, follow the Gourmet's Guide. It will lead you to restaurants that suit your taste.

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Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 to Plymouth and Cape Cod. Extraordinary!

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IF YOU ARE A CONNOISSEUR of food you will make a habit of referring to Vogue's Gourmet's Guide wherever you are. In it are listed twice each month restaurants, in and out of town, that will always satisfy the taste of the strictest gourmet.

Naughty!
Pink Garter
Scarlet Slipper
Black Mask
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Formula for an exciting Fall: Your fingertips, lips and
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You'll be fastidiously groomed all around the clock,
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Black Mask, wicked black red, in Cream Nail Enamel only.
it's right because it's Revlon

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if you like more thigh-room

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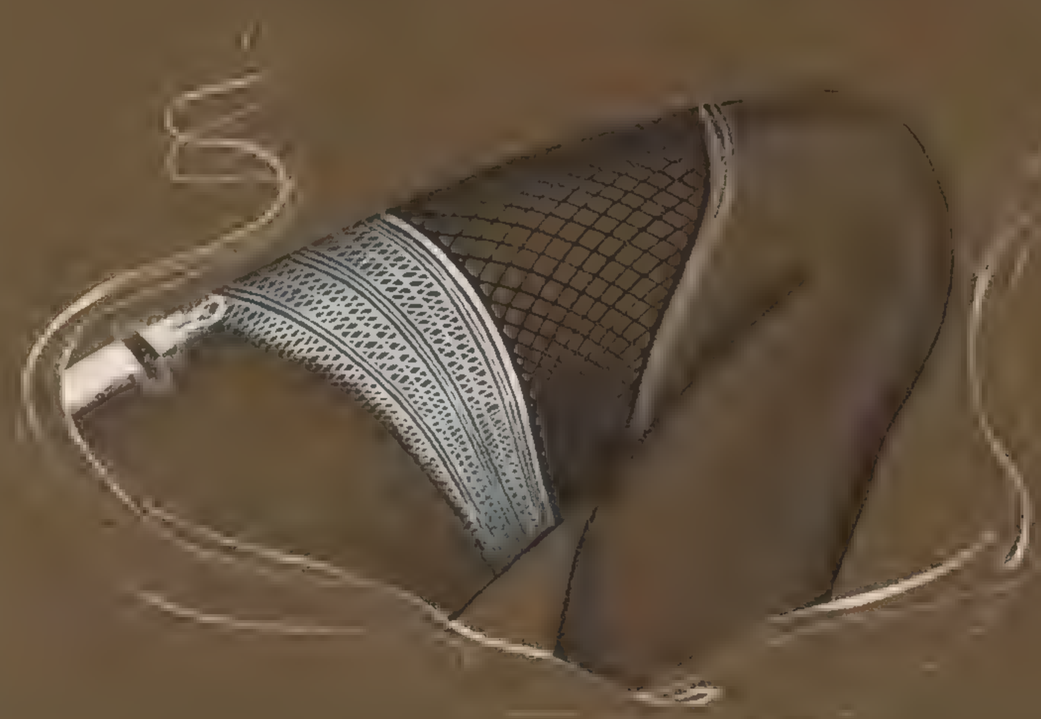

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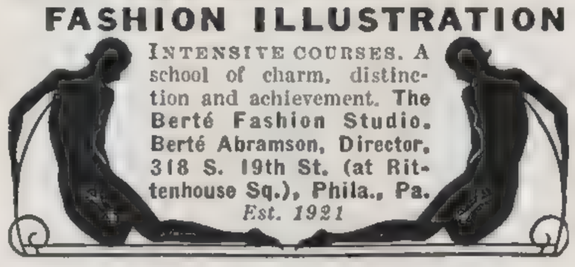

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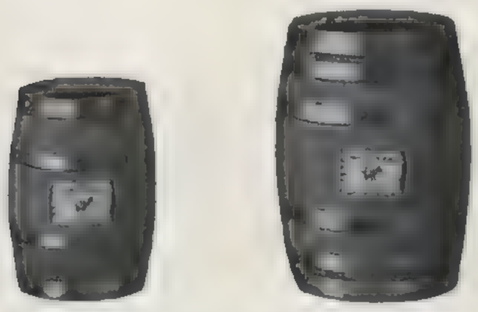

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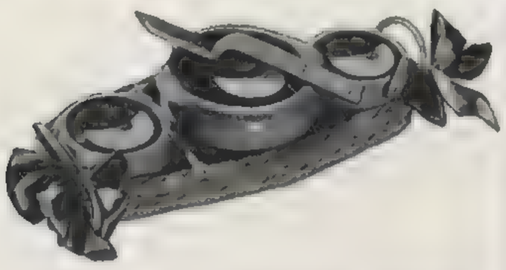

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SPECIAL MEN'S HAIR AND SCALP DEPARTMENT

Shop

Big and Bright: With one eye on the clock and the other on the calendar, Shop-Hound starts thinking about Christmas. But first, for purposes of morale, she seeks out a new hat. This great halo-beret is made of draped red felt, and has a definitely buoying effect on the wearer. Recommended for all moments of stress and adventure. You may buy one just like it for $25, at Annas' Hats, 22 East Fifty-Sixth Street. Or if red is not your dish, Miss Anna will make it up for you in black, or any of the more subdued autumnal shades. The name of this hat, just for the record, is the "Nassau." We would just dub it "Flatterer," which it is.

Guardian Eagles: These rather ferocious-looking eagles are for the purpose of holding up your books. They're of black painted and gilded composition and will cost you only $7 the pair at Ovington's.

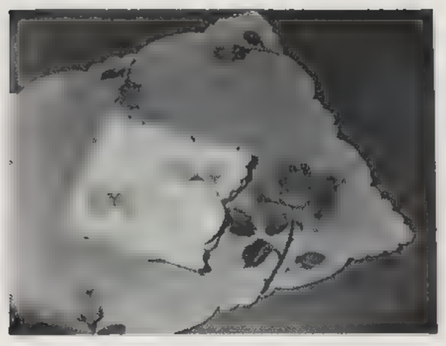
Wouldn't they make a nice Christmas present? (We warned you we were thinking about that already.)... Also at Ovington's, we liked a pair of slim crystal cornucopias, perfect for a delicate mantel. Already we can see them filled with ivy, and, for later, sprays of holly and mistletoe. They're yours for $7.50 the pair. And, of course, there are always endless other gift suggestions here—in all price ranges, and for all sorts of people—which you may choose from, at Fifth Avenue and Thirty-Ninth Street.

Cat Hat: Leopard is the favourite household pet this year. *Every one* seems to love it. The little bonnet in the photograph is so pretty, we wouldn't change its spots for the world. Though you wouldn't guess it from here, the crown is cut out slightly. It's a highly successful blending of youthful sweetness with sophistication. If you've been pricing leopard fur about town, you'll know that leopard hats are not exactly inexpensive. This one has a $50 price-tag.

It's made by Janet-Fifth Avenue, but don't think that all of her hats come this high. No, most of the non-furred ones cost about half this price, or less.

In spite of the fact that this shop is named Janet-Fifth Avenue, it is on a side street. So just write down 16 East Fifty-Second Street as the address, and don't go brooding about the mystery of it. After all, excellent hats are excellent hats, no matter in what places you find them. We think you'll like this shop, and we only wish that we had space enough here to show you one of the excellent felt-and-fabric hats, too.

Hound shops earliest.



To-day's Roses: These roses were plucked from the attractive array of linens and ribbons and laces at Maison de Linge, 816 Madison Avenue. We haven't seen a prettier breakfast set in some time. The pink roses are printed right on the Swiss organdie cloth; the two napkins are of fine organdie, also be-rosed. If you'd rather have yellow roses than pink ones, you may, and for the same price; $5 is the price.

Other appealing gifts there include the wide white lingerie satin bands, with raised and scented monogram blocks on them. (You tie up your lingerie with them, instead of putting it in scented cases.) A set of three comes to $5, and there are less expensive ones, with sacheted linen monograms; $4. All of these come in a choice of peach colour, pale blue, or eggshell. Somehow we liked the eggshell ones the best.

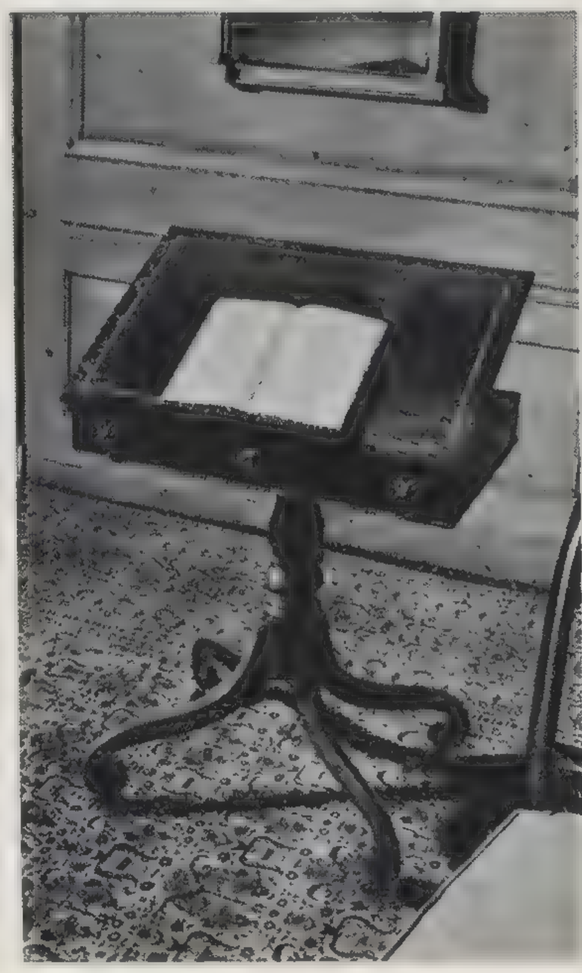
Side Drapery: You've heard a good deal about side-draped dresses, and here's a turban that is fashioned in the same way. It's made out of two tones of grey felt, so intricately and supply manipulated that you would think it was fabric. Its high, sculptured lines and subdued tones make it quite versatile—good for a dressy suit hat, or for almost any occasion. You'll find this one at the salon of Gladys and Belle, two smart milliners who are doing great things for women's heads, at 485 Madison Avenue. Prices here are about average (around $22), considering that all of the models here are made to order.

Black Bow: This neat black felt hat is practically *all* bow. It's quite a wearable affair, and one which should appeal to mature women, as well as young things. It's from the shop of Janet Rose, at 665 Fifth Avenue, where you can always get good women's hats, with or without nonsense, just as you like. Until the war, this shop dealt almost exclusively with Parisian hats, but are now making their own models, and very nice ones, too. This model, and many others, costs $25, to order. And Janet Rose has a collection of her own dresses, as well, many of them made to coincide with hats in her millinery line. Her collection of costume jewellery, though rather small, always contains unusual pieces—not things that you would be apt to run into every place else in town. A very pleasant place to shop.

VOGUE STUDIOS

MORE ON PAGE 30

The Four Centuries Shop



REGENCY

Play-Reader

The Royal crests would indicate that the Regent himself used this table. A backgammon board is under the tilt-top. Of rosewood, with satinwood inlay. Circa 1820.

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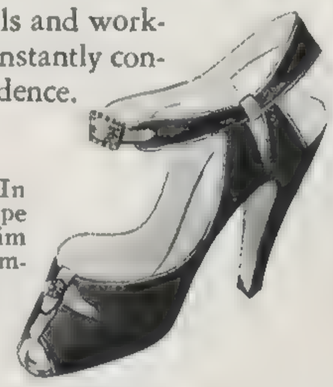

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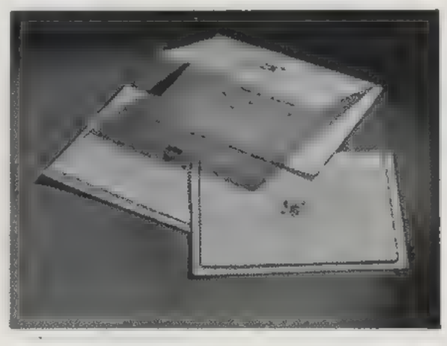
Shop

Patriotic Christmas: Neiman-Marcus, in tune with these times, has a group of Christmas cards marked with patriotic emblems and a conservative appearance. These cards are designed and executed by the Crane Paper Company, especially for this store. We show here a card with a red, white, and blue emblem engraved on the flap; another with a raised gold eagle (our favourite); and—just barely showing—one with an engraved Liberty Bell, in sepia colour.



You may choose the type and message to use on the inside of the cards. Prices vary according to the number of cards you order. For the first hundred cards, including a name and greeting plate, the price is $20. And you pay $13.25 more for each additional hundred cards. Dallas, Texas, is the address.

Gamut: We like the theory of a little shop called Atkins, Ltd., at 16 West Fifty-Seventh Street. We like the clothes, too, for that matter; all of them chosen for simplicity and good cut. Prices range (approximately) from $30 to $225 for dresses, which strike us as a wide range. You can buy one knock-out for a hundred dollars or more, then fill in with the less expensive dresses, all from the same small shop.

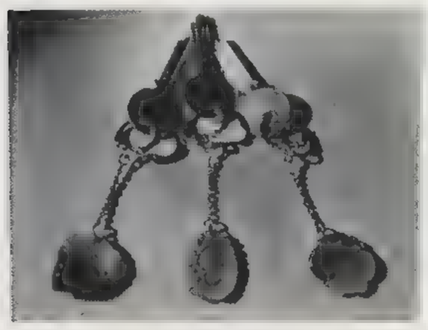
The hats here are excellent, designed and made by Jeanne Paris, who used to have her own Madison Avenue shop. The hats, made with loving care and beautiful workmanship, begin at about $17. One particular trick that she's working on at the moment is a group of little pill-boxes and caps made of Indian fabric sewn with mirrors. She can turn out good conservative models, too, in the less exotic materials and shapes.

Place Vendôme: Fred Lacome is one of the talented Parisian designers whom the war has brought to our doors, and his hats should make him welcome anywhere. He makes them for every type of woman, from extreme hats, like this one in the picture, to sweet and girlish little confections for the demure. All of his hats have names, this one being called, nostalgically, "Place Vendôme." It's made of bright orange mat velvet, rather like a hussar's hat, trimmed all down one side with a fringe of ostrich plumes. We were also fond of "Sweet Sixteen," a flowery, bonnety type (not photographed).

The *décor* of the shop is worthy of some comment, too. The room is lighted with tall French lanterns, blossoming with ostrich plumes. The ceiling is draped, like a tent, in tones of lavender, grey, and pink fabric; and on the grey walls are large shields of black-and-white spotted calfskin. For all this fantasy, it has a pleasant feeling of space and freedom—not a bit "cluttered." The address is 19 West Fifty-Seventh Street.

Hound shops earliest

De Luxe: From Yamanaka, at 680 Fifth Avenue, come these very elegant key-rings and keys. Chains and rings are made out of sterling silver, plated with gold. From the rings dangle carved semiprecious "lucky" stones: carnelian, amethyst, and pale green jade. They'd be quite effective popping out of your evening bag—a good present to give those fabulous people who have "everything" and always present such a problem, when you want to present them with something. Prices are $5 and up. (You have the keys cut by your own man.) Also at Yamanaka, there are always charming bowls, holders, and other addenda for flower-arrangements. We liked especially a shallow, oblong dish of white porcelain, for floating blooms. It has its own low stand of dark cedarwood.

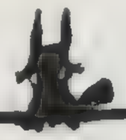


Patriotic Puffs: Even powder-puffs have gone patriotic now, you may, or may not, be surprised to know. They're little balls of cotton with red, white, and blue satin flowers on top of them, to serve as handles. There are eighteen of these, as well as other undecorated puffs, in a transparent acetate round box. The price is $1.50, at Bergdorf Goodman.

For Your Form: Here Shop-Hound is getting back in shape again. During the summer and Indian summer, she sometimes sinned against her figure and left off her girdle, so now she has to make things right, but that is not painful, and we will tell you why. If you want careful fitting, without custom prices, there's the perfect little shop called The Corset Bar. We say "little shop," because that's the way it looks on the outside, but there's really plenty of room for all inside, with large enough display-rooms and plenty of fitting-rooms. This shop makes nothing to order, but sells all the regular nationally advertised brands of corsets, girdles, and brassières. However, they have a marked antipathy for selling anything without a fitting, and what with this theory and their six experienced fitters, you really turn out to have something that is almost custom-made. For immediate and future reference, the address is 394 Fifth Avenue.

VOGUE STUDIOS

Nuts for All: This is one of Schrafft's latest offerings, for Thanksgiving Day, or, if you can wait that long, for Christmas. The bowl itself is of dark wood, with inlaid strips of pale fruitwood—a useful and decorative bit in itself. The bottom of it is lined with unopened nuts; in the top layer are all sorts of salted and unsalted ones, including some which have had their ends dipped in chocolate sprinkles. The whole thing is garnished with a big red satin bow, a spray of (imitation) fruits, a nutcracker, and six picks. All in all, it costs $3.75. If you order by mail, it's 58 West Twenty-Third Street that you should send to.



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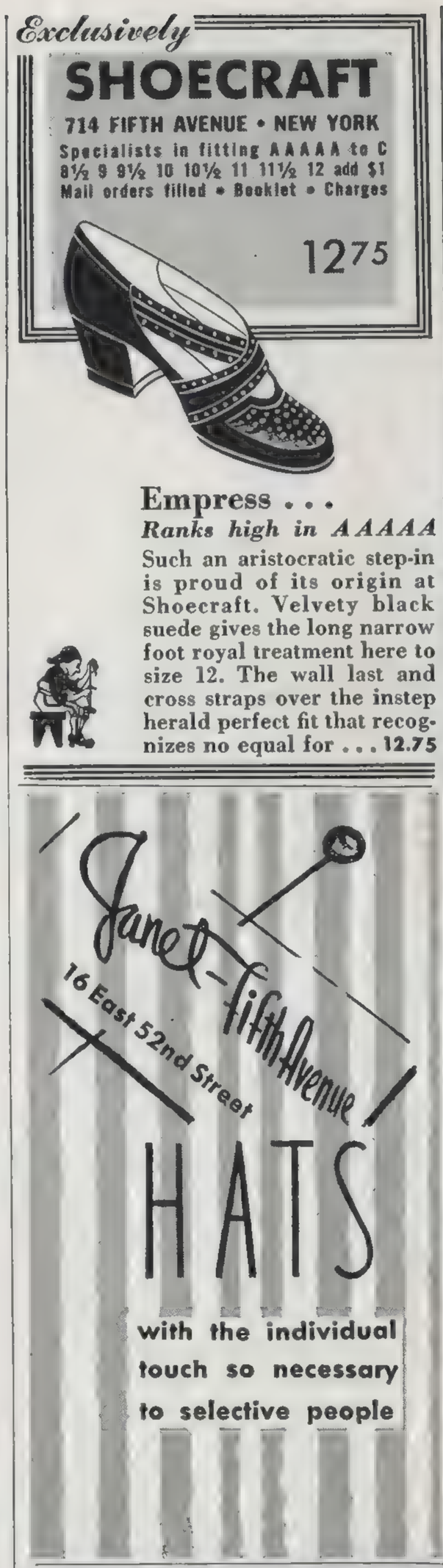

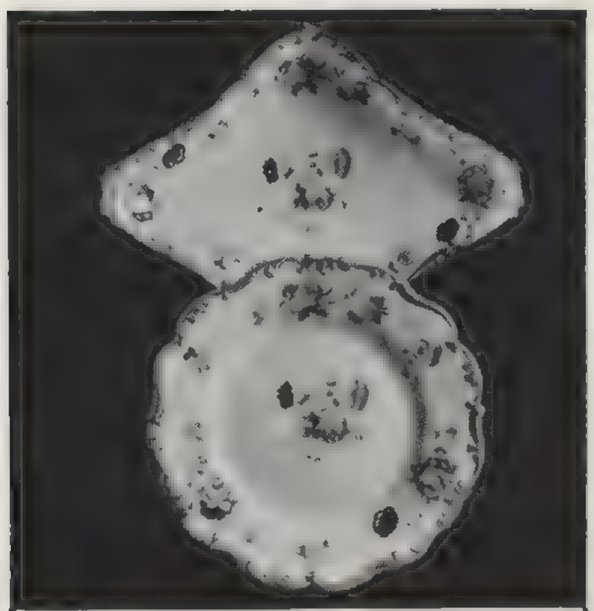

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12 plates; 2 round, 2 oval, 1 odd compote.....$250. the set.

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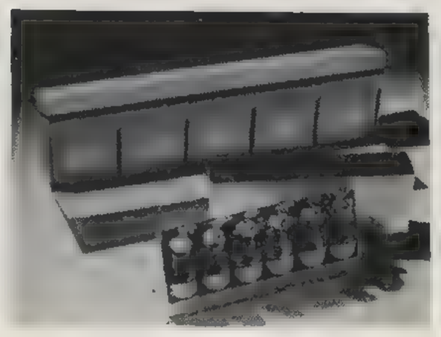


Everything Nice: Not sugar and spice, but more exciting, we think, are these offerings from Bazar Français. In the background: a selection of five herb teas or tisanes, packed in a red-and-white papered box. In the foreground: a long, shaped box of quilted silver paper, containing six different kinds of salts—garlic, celery, et cetera. Each gift box, $2, postpaid. This shop has all sorts of things to make cooking a more enjoyable art: copper saucepans and utensils, little individual casserole dishes. All are at 666 Sixth Avenue.

Doll Hat: This tiny creation is made by Fanny and Hilda in their salon at 501 Madison Avenue. You wear it perched well forward, so that the black coq feathers in the front reach out before you. The whole thing is swathed in fine brown veiling. Just the thing to wear with your black coat—the one with the mink collar. And, of course, there are other, more "substantial" hats here, as well.

All for Elegance: If you're in the market for a really important present (or can hint to your husband that *he* is), we would like to tell you about the stoles at Merl, the furrier. These stoles begin by being shawls at the top, completely covering the shoulders, and lying low in the back. The front part divides into two panels that fasten at the waist, when desired, and continue almost to the knee. They're best made with the short-haired furs, rather than the fluffy or flat ones. We could be really regal in one of baum-marten, though Merl is not above working with less expensive pelts.

Of course, they're just as effective for evening as for day, and if you want to be completely lavish, he'll make you one trailing to the floor. The address is 6 East Fifty-Sixth Street. Start saving up your money or working your fatal wiles, to get one.

VOGUE STUDIOS

Light Boot: This reasonably accurate facsimile of a riding-boot fools you by being a table-lighter. You can have it in a chestnut-coloured leather for $10, at Alice Marks' shop. Good for men, or sports-minded women. Also at this shop, the Marks sisters have copied an old cranberry picker in miniature, in mahogany. The top of it is large enough to hold a full package of cigarettes, and there's a space in the front of it to tuck away a package of paper matches. This costs $6.50. If you've ever seen the Marks miniature collection, you'll know how expertly they're made. The address, 6 East Fifty-Second Street.

Hound shops earliest

Luxury: This beautiful pure silk scarf comes in pale rainbow colours, with a deep silk fringe, all applied by hand. The back of the scarf is cut so that it lies flat over your shoulders, then falls in extravagant folds all about. You'll find it at Kargère, the charming little French shop at 535 Madison Avenue. The price is not unreasonable—$35. It's the sort of possession that lends its very own air of elegance. Also at Kargère, we found some very attractive linens and blanket-covers.

One of the latter which we liked best is made of pure silk, printed with tiny blue sprigs of flowers in an all-over pattern. All of the merchandise here has the same beautiful workmanship, done by hand. A good place to shop, for people who have everything.

Town and Country: We've found a new hat shop called the Towne and Country Shop, at 482 Park Avenue, and we like it. Here, true to the title, you'll see a comprehensive group of well-designed street hats, including some very attractive fur ones. The pièce de résistance, though, is the country group. Many of these hats are of suède, which this shop handles with understanding and dash. There are also suède bags to match—great big ones, for the most part.

One hat-and-bag set was in several colours of felt (or suède, if you like) plaited together and formed into a postilion, with a squashy bag to match. Hats here begin at about $10. All in all, they have more than two hundred hats to show you, so if you don't find something after that, you must be hard to please.

We were also *most* favourably impressed with the gloves in this shop. They're all hand-made, and simply, elegantly designed. There is not a great number of glove styles, but all of the ones that we saw were good.

VOGUE STUDIOS

Leather Presents: Have you ever travelled with a box of powder that insisted on spilling all over your suitcase? If so, we suggest this leather case (shown at the left in the photograph) to remedy things for you. This has a slide-fastener around the top, so that the powder couldn't spill out, no matter how hard it tried. You may have one in red, blue, maroon, or beige cowhide, smooth, soft, and handsome. It costs $6, including a swan's-down puff.

The other object in the picture is a leather wallet. It's thin as paper, but unfolds to reveal a wealth of pockets and pouches inside. It fastens with a sliding catch. This is very elegant in beige-pigskin colour, or dark ox-blood. The price for this is $12.50, lined with silk moire. You'll find these at Bournefield, 660 Fifth Avenue, where you'll always discover a selection of attractive presents in linen and lingerie, as well as leather.

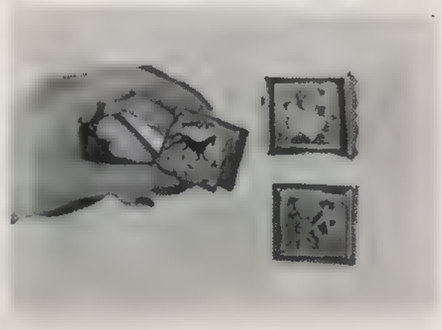
MORE ON PAGE 34

A brilliant expression in modern jewels by Wiwen Nilsson ~ interpreted with rock-crystal and onyx, beryls and other semi-precious stones mounted in silver, platinum, and gold. Exclusive with the Orrefors Galleries. . . . Prices start at $80; other jewelry from $10.

Enquiries are invited

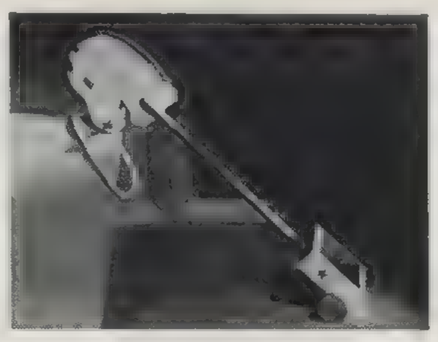
ORREFORS GALLERIES, 5 EAST 57 STREET, N. Y.

Shop



Smallest: These are about the smallest paintings that we know, but that's not all the news there is about them. In the first place, they're really good paintings in their own right, no two of them alike, or even similar. They're painted by Quirt, who's had exhibitions of his own at several New York galleries. Each painting averages two inches square, or less. There are special sterling silver frames designed for different categories of pictures.

The black horse, painted against a pale blue background (shown here in the hand) has a thin plain frame; the mother and child one, a rather sentimental rococo frame; and the two clowns, if your eyesight is still holding up, have a deeply recessed, heavy frame. Prices are $30 or slightly higher, including frame. Perfect for people who crave minutia. Or they may be bought with pins at the back, to wear when you're feeling "special" and original. Marcus has them, with or without the pin attachments. You may also buy them with "Tabbys" on the backs, for attaching to slide-fasteners.



Cock Horse: This horse we definitely know to be appealing. Even after a long hard day, every one in our office wanted to, and did, ride him. One and all, they declared him docile, attractive, cute, and a true friend. When you think that the price for such qualities is only $3, you feel definitely encouraged. He has also a blue yarn mane and tail, and ample space in his carriage section for transporting blocks, marbles, and other treasures. He's at Young Books, Inc., at 714 Madison Avenue.

There are other enticing things for children, too. Little Surprise Balls, three inches in diameter, contain from sixteen to eighteen tiny presents for girls or boys, for only $1. And there are striped surprise sticks and surprise boxes at $2, $3, and $4, which are awfully exciting.

Cubist's Delight: This grand-looking object is an ice-bowl, plated in sterling silver, with space for plenty of cubes inside. And the ice will keep and keep, for this bowl is made by the American Thermos Bottle Company, who certainly ought to know how to keep things at the correct temperature by this time. It's a copy of an old English design, and the modern improvements haven't hurt it a bit.

You'll find it at Abercrombie and Fitch, Madison Avenue and Forty-Fifth Street, for $18. Heaven knows what-all else you'll find in Abercrombie. They really blossom out so beautifully at the slightest suggestion of Christmas.

Hound shops earliest

Sweetest Closet: Any one would vouchsafe the fact that the sweetest closet is the one with sachets in it. And we found the sachets of Miss Mary Douglas a very refreshing lot. Among the scented objects that she makes, we were attracted to the coat-hangers covered with taffeta; white background sprigged with tiny pink or blue roses. Under each hanger is a sacheted sling for holding gloves. Thus dress and gloves become gently and pleasingly permeated. Each hanger costs $1.50, at the One to Ten Shop, 20 East Sixty-Second Street. All the wares here are priced from $1 to $10.

Science and Invention: Your Hound stands humble before this cigarette-box. The eerie thing does everything except blow rings, and it might be trained to do that. The duty of the host is to put cigarettes into the box, in a special place designated for them. The smoker opens the lid, and science and invention take over. Something happens, and the cigarette moves majestically toward a lighter, avails itself thereof, and the smoker picks it up, and goes on from there, smoking.

Its designers have not stopped with functional design. There are some very handsome models of this phenomenon. We like best the leather ones; i.e., the saddle-stitched pigskin one shown in the foreground of this photograph, also one of cowhide, with a quilted leather cover. The one in the background is of silver plate.

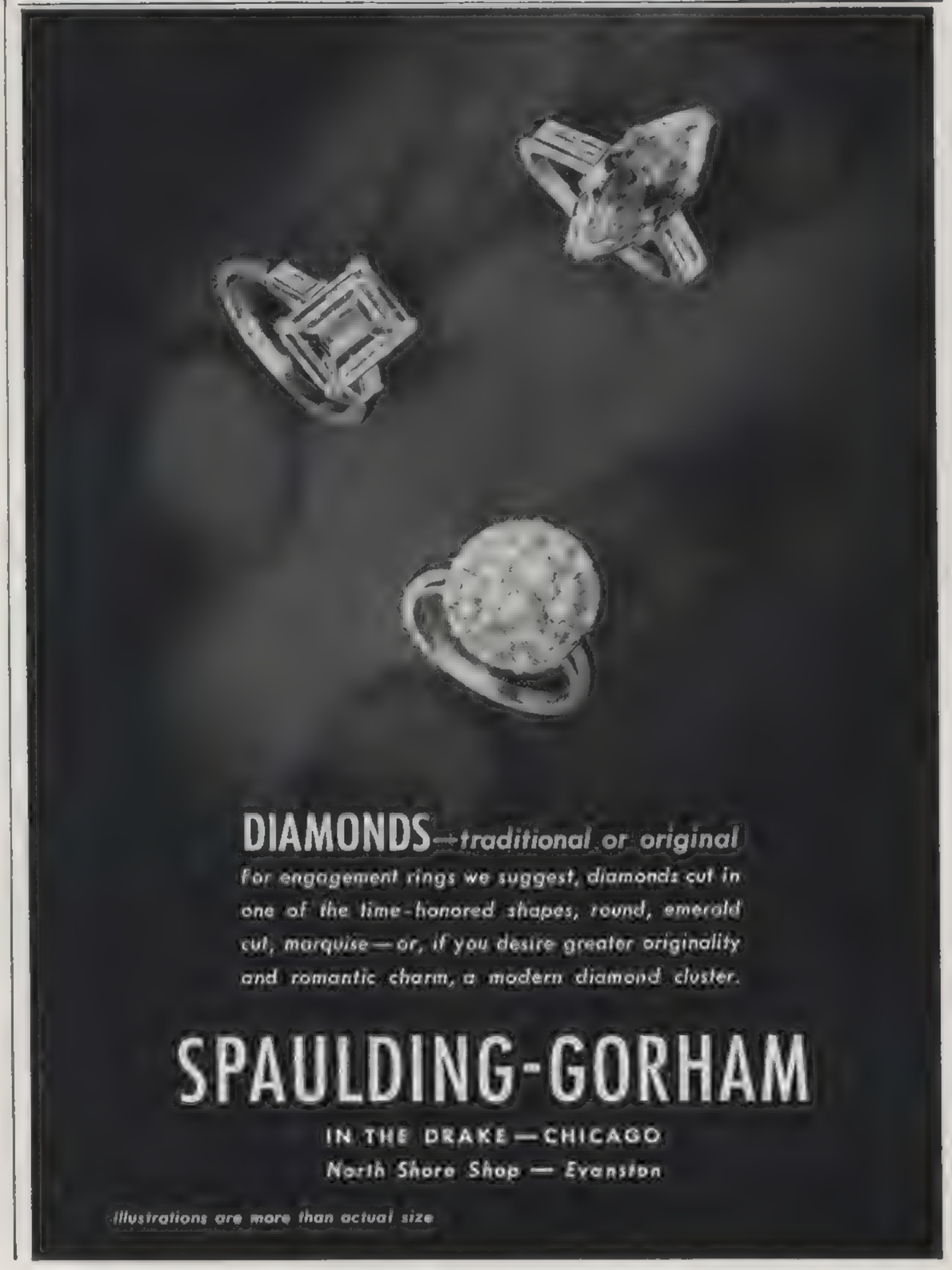
These are the most handsome, and things being what they are, the most expensive; but not more than $20. There are less expensive models, as well; all at Hammacher and Schlemmer. The leather one that we show here is in the $20 category, the least expensive is a $10 model, and there are others between $10 and $20, some in metal cases, some in plastics.

VOGUE STUDIOS

For the Young: These are for the young, but they appeal to us as though we had been born only this morning—not yesterday at all. To get down to facts, the wooden soldier on the left-hand side is a bedside lamp. He is painted red, white, and blue, and his hat is red. His hat is the most important part of him, really. If you turn it a bit, it lets off a beam of light, just like a flash-light, only not so bright a beam. You can carry him around in your hand, poking into dark corners. Then put him beside the bed in the nursery, and the comforting beam persists. $1 for this.

The other object is a mug. It's not a breathtakingly beautiful thing in itself, but it has a music-box in it, which is enough to enthrall us. It's $4. It has a picture of dancing children on it, captioned "Ring Around the Rosy," but, for some reason, it plays "Sleep, My Little One, Sleep." Pick it up, and it goes. Put it down; it stops. Others have different tunes and pictures. Evelyn Reed, 524 Madison Ave.

BLACK, STARR & GORHAM'S *dramatic feather clips, diamonds with black pearls. To be worn singly or together • New York • East Orange*



DIAMONDS—traditional or original

For engagement rings we suggest, diamonds cut in one of the time-honored shapes, round, emerald cut, marquise—or, if you desire greater originality and romantic charm, a modern diamond cluster.

SPAULDING-GORHAM

IN THE DRAKE—CHICAGO

North Shore Shop — Evanston

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Lederer de PARIS
Accessories of distinction
711 Fifth Avenue at Fifty-Fifth

Shop Hound shops earliest

Hanging Heart: Here we have a golden heart. It's good to look upon in its own right, and can carry sentimental pictures inside, because it is a locket. It is gold-filled—in two tones of gold. Though for ordinary wearing, it hangs from its golden bow-knot, the heart itself may be detached if the occasion arises. (People think of everything.) Thus you may wear the tiny bow by itself, and have the heart to play with separately. The price for heart (with bow) is a mere $7.50.

You may order it from Daniel Low and Company, at Salem, Massachusetts. Incidentally, this is a good present for a young girl in her 'teens, who isn't allowed to wear ultra-sophisticated adornment.

Fall Flowering: We had an unusual corsage shown us a short while ago, and we approved. It was backed with oak-leaves—the body of the corsage being made of dark red baby chrysanthemums dotted with young acorns. Very good with autumn tones. It occurred to us that we'd like it equally well with white chrysanthemums (very small) with the pale green acorns. However you like it, you can order one from a shop called Flower Fashions, at 957 Park Avenue, for about $2. This shop is quite intuitive about carrying out your own ideas, too.

On and On: You've heard before this of the Kem playing-cards, which last and last and last. This year, they've been improved upon, to make them last even longer. These are the plastic cards that may be washed and dried when they become soiled, yet maintain their colours and their "spring." They come with many styles of decorated backs. They cost $6.50 for a brand-new gift package of two decks. The box, a leatherette-covered affair, has a tray that may be lifted to facilitate removal of the cards. This is really "something to remember you by." At the Can-Dle-Luxe Shops, 542 Madison Avenue.

Silver Standard: This is, we think, an unusually handsome bill-clip. It's made of a Mexican silver dollar, mounted on a frame of sterling silver. Its given name is the Kurrency-Klip. You may order one for your best beaux, or yourself, for just $6, including the cost of postage anywhere in the United States. And you may have a name engraved on the back for no extra charge. To acquire one, send to the Holland Jewelry Company, Box 1215, San Angelo, Texas.

VOGUE STUDIOS

For Men: For men, but not for men only, are the amusing new ash-trays at Finchley's, 564 Fifth Avenue. They're made of Spode china, blue on white, in an oval shape, like a platter. And they're quite a generous size. In the centre of each tray is inscribed the terrible question, "Who burnt the table-cloth?" It's a men's clothing shop, so don't think you've come to the wrong place. Step right up and pay the necessary $1. We recommend them for any one whose inferiority complex can take it. Every husband-trainer should have at least one of them.

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

NOVEMBER NEWS

IF your worry is "What to do about vacation in this in-between season?" you are due for pleasant surprises at many of the year-round resorts listed on this page. Temperatures are still mild enough at some for full tennis and golf schedules. At others, riding and fox-hunting are at their height.

Fun is yours for the looking in New England, too, with even the looking being fun when the landscape is all brown and gold. Join the "back-to-school" movement for week-end football games. Or scan these columns for more specific ideas.

ARIZONA

CHANDLER

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

PHOENIX

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

TUCSON

Arizona Inn. Arizona's foremost resort hotel. Charming garden rooms all with Sun Terrace. Swimming Pool. Tennis. Riding. Sunshine. M. Bennett, Mgr.

Pioneer Hotel. Southern Arizona's finest, 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

CALIFORNIA

ARROWHEAD SPRINGS

Arrowhead Springs New Hotel & Spa

America's finest and smartest Spa. World famed thermal waters. Natural Steam Caves, Arsenated Mud Packs. Distinguished medical supervision. Delightful vacation paradise. Magnificent hotel and lovely bungalows. Superb cuisine. Swimming. Golf. Riding. Tennis. Elev. 1800 ft. 90-minutes from Los Angeles. Special rates. Write for folders, rates. Harry S. Ward, Manager.

LA JOLLA

Casa de Manana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. Write for free folder.

If you wish more complete information about any of the hotels listed on these pages, drop us a card and perhaps we can help you. Vogue's Travel Service.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh, Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Special tourist rates. Write C. C. Schiffeler, Gen. Mgr.

FLORIDA

CLEARWATER

Fort Harrison Hotel. Overlooks Clearwater Bay, Gulf of Mexico. Golf, bathing, boating, fishing. A. or E. plan. 253 rms., moderate rates. L. G. Davis, Mgr.

DUNEDIN

The Fenway. One of the West Coast's finest resorts. Beautiful tropical setting. All sports. C. Townsend Scanlan, Manager.

MIAMI BEACH

Hotel Good

To those who prefer the niceties of gracious living, the Good offers an exclusive club-like residence in the fashionable north-shore district. Oceanfront at 43rd St., private beach, sports, handy to all recreations. Garage on premises. Distinguished cuisine. Restricted. Open year round, reservations desirable. Bklt. Carolyn G. Good, Pres., Ernest McDonald, Mgr.

MIAMI BEACH

The Pancoast

Only The Pancoast gives you this "Miami Beach"—an exclusive oceanfront world of your own. Constant care in selection of guests and maintenance of luxurious appointments have established a tradition of acknowledged leadership. Tropic gardens, private beach, cabañas, patio, tennis courts. Reservations in advance. Write for details. Arthur Pancoast, Pres., Norman Pancoast, Manager.

FLORIDA

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MIAMI

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The McAllister. Downtown Miami, facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath and shower. Leonard K. Thomson, Manager.

ORLANDO

Hotel Wyoming. Restful, tropical setting. Every service and convenience. Close to shops, entertainment, sports. American plan. C. DeWitt Miller, Mgr.

ST. PETERSBURG

The Huntington. A Resort Hotel of Merit, in beautiful and exclusive surroundings. Open Nov. to May. Eur. and Amer. plan. Booklet. Paul Barnes, Mgr.

The Princess Martha—St. Petersburg's largest and best located downtown hotel. Every modern comfort. European. Dining room. Bklt. A. L. Manning.

ST. PETERSBURG

The Soreno

One of Florida's finest American plan winter resort hotels. Situated on beautiful Tampa Bay, overlooking tropical Waterfront Park, and close to all recreation facilities. Modern and fireproof. 300 rooms, each with bath. Dining room famous for excellent cuisine. Pleasant social life. Booklet and rates on request. Soreno Lund, Mgr.

ST. PETERSBURG

Sunset Hotel. On Boca Ciega Bay. Quiet, refined, restful, yet close to all activity. 70 rooms, each with bath. Amer. plan. Moderate rates. L. A. Thorp, Mgr.

Suwannee Hotel. Close to everything of interest. 205 rooms, each with tub and shower bath. European plan. Dining room. Paul Brown, Manager.

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MASSACHUSETTS

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NEW JERSEY

ATLANTIC CITY

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NEW YORK

NEW YORK CITY

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NEW YORK

NEW YORK CITY

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VOGUE

BEAUTY ISSUE

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INCORPORATING VANITY FAIR

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The Sleeping Beauty awoke to live happily ever after. Vogue in this issue attempts to double for Prince Charming, and awake *your* sleeping beauty with the same happy result

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Vogue's-eye view of beauty

HUGO ROBUS' SCULPTURE, "GIRL WASHING HER HAIR"

OUT of such simple, homely rites as the above—"Girl Washing Her Hair"—beauty is born. We applaud. Any move, any gesture that leads to Good Looks is a gesture in the right direction.

These days, you don't resign yourself if ministering angels happened to slip up on natural gifts at your christening. You don't wait for some one to wave a wand over you, if you're what grandmother called "plain." You don't pine; you don't sigh. Not at all—you take matters into your own two hands. You make yourself beautiful, willy-nilly.

You laugh at people who no longer believe in miracles—for you see them performed every day, in the beauty salons. Girls no man in his right mind would look at twice, done over into any man's dream. Lank hair recharged with gloss. Pallid faces tinted into life. Meal-sack figures whittled to modern-Venus proportions. Irregularities of features—heretofore deplored—converted to assets.

This entire Beauty issue is practically an encyclopedia of man-made miracles. Herein, the bases of beauty; the finishing touches. The intrinsics; the extrinsics. How to reduce, without lifting a finger. (Or, if you're more ambitious, how to exercise down your own measurements.) What your mirror—critical thing—thinks about. How to use the artists' palettes to make yourself a subject Derain, Laurencin, and the others would like to have painted. Things you never knew before—but how basic, how logical—about your skin, your body, your hair, your perfume. And herein you'll find at least 81 coiffures to try out. Coiffures you can choose to suit the shape of your face, your calendar age, the length of your hair, your way of life, and just plain whim.

Of course, you need a little of the old-fashioned faith that made miracles—backed with honesty, diligence, hard work. But beauty's worth the candle. Only lack of faith and lethargy make wallflowers.

TONI FRISSELL

CONDÉ NAST ENGRAVING

The Talking Mirror

THE MIRROR SPEAKS...

MOST mirrors never say a word. They just suffer in silence. Year after year, they stare back at the same old face without remark or complaint. But here's one mirror that didn't. It talked back. It fired a few home truths at its flesh-and-blood counterpart in front of the glass. Could it be *your* mirror? Could it? Listen:

"You!" said the mirror. "You're the most infuriating woman I know...an ingrate, a wastrel, and lazy to boot."

"Who, me?" gasped its owner feebly.

"Yes, you. Look what you do to your looks. You could be a beauty, but you aren't. You're completely average. Just passable. Why don't you make something of yourself?"

"But I do the best I can, honestly. I get my hair done once a week, and I put cold-cream on my face at night, and everything. After all, I'm no Helen of Troy."

"No," said the mirror, tartly, "you certainly aren't. But you could give a better imitation of it, if you'd take a little trouble. Just remember this, my fine friend: Practically *nobody* is born beautiful. You've got to work at being beautiful. All great beauties do."

"But I'm not a great beauty," wailed the owner, "and I never will be. It's all so hopeless."

"Don't give me that," said the mirror. "It's never hopeless. No one is ever hopelessly plain—only hopelessly lazy. Stop being a defeatist. Look me straight in the face; analyse yourself, study every feature, figure out what your potentialities are. And then go to work. You can do miracles with yourself."

"Oh, come—you're not asking me to believe in miracles, are you?"

"Yes. Because they happen—every day—in beauty, anyway. Think of the allies on your side: science, chemistry, medicine, think of the availability of beauty for *every one*. Think of *me*, for a change!"

"If you are not born with beauty, earn it. There are no plain women, only lazy ones"

VOGUE agrees with the mirror. There need be *no* hopelessly plain women. The only thing "hopeless" about a plain woman is her attitude...the lethargy of women who have fallen into an abyss of discouragement, who refuse help, encouragement, or even hope. Nothing is hopeless, even defects that a woman may feel are ruining her life can be corrected: large noses, weak chins, faulty teeth, scars, bad figures.

Suppose, every time you looked in a mirror, you saw the huge, exaggerated nose of Cyrano de Bergerac. Suppose you thought that even your friends had secret nicknames for you; suppose you spent nights on a sopping pillow offering to the Powers That Be ten years off your life for one small, beautiful nose...even that isn't hopeless. Go to your doctor and, if he is willing, have him recommend a plastic surgeon. Devote a month to discussing the operation. See masks of the planned reconstruction. Reconsider. Assure yourself you are not being merely neurotic on the subject. Then if you are still determined...go ahead.

TOO many women develop a psychosis over a physical defect. Too many develop a psychosis over what they *think* is a physical defect. Sometimes the psychosis is justified; mostly it isn't. The prematurely grey hair that you detest may be largely responsible for the fresh quality of your complexion. What you call your weak chin may be merely a gentle one, in keeping with a delicate profile. Learn to differentiate between real and imaginary handicaps, and judge accordingly. But if the psychosis remains, justified or unjustified, the harm is done. It must be supplanted by the incontestable convictions that beauty, or the illusion of it, can be created over *incredible* hazards.

AND never was there a better age than this—in which to improve your looks. This Scientific Age...where science, chemistry, medicine, and surgery burn the midnight oil to search for aids. Where a cosmetic industry amounts to $409,000,000. Where even the Government takes a hand in making cosmetics more effective. Where all ingredients of beauty products are passed by the Pure Food and Drug Laws. Where every beauty label is carefully checked by the Federal Trade Commission. Never before and nowhere else could a woman pursue beauty without needing a string of medical degrees, or a private laboratory in order to be sure, quite sure, this cream is "safe."

AN old-fashioned belief in miracles practically rises again. So many minor and major ones are performed every day—in the beauty salons and homes of the country. Why not believe in them when you can metamorphose almost any figure into one "fashioned so slenderly young and so fair"...and for the price, practically, of a winter suit. When a figure can be tapered intelligently to your own skeletal requirements, firmed with modern exercises, trimmed by diets that increase rather than lower vitality. When—for about the price of a good mink hat—you can miraculously fade all the little lines and hollows in your face. When—for the price of a few little luxuries—you can turn your hair into a shining beauty, with a permanent wave that is miraculously natural.

The Cinderella Success Story is a daily occurrence in America. And just as heart-warming is the reconstruction work done on Cinderella's older sisters, who were faintly pretty to start with. Many of them are being turned from nice average girls into world-beaters. And not only features and figures are metamorphosed, but voices are checked, gestures curtailed or made graceful, individual grimaces corrected, and posture —that maker and breaker of poise—is accorded its rightful importance as the basic requirement of a good figure.

"Mirror, mirror on the wall... dont just sit there staring"

TO the honest and unashamed pursuit of beauty, this issue is dedicated. It tells you the truth, whether you like it or not. It has a great deal of constructive criticism to offer. It deals exhaustively with the chief phases of beauty. It is almost an encyclopædia on skin, hair, coiffures, and make-up. An encyclopædia you will want to refer to again and again.

For instance, on pages 60 and 61 are colour charts, and when once you've decided which type you are, cut out your chart and carry it with you—not only for buying your make-up, but your clothes, as well. If your figure is your problem, tear out the exercise charts and pin them on the back of your closet door. One Vogue editor decided to have them made into a bathroom wall-paper! Cut out the diet chart which answers your particular problem and carry it with you. Take the pages of coiffures to your hair-dresser.

If, in reading all these pages about beauty and beauty ritual, you decide that twenty-four hours a day wouldn't give you time to carry out our injunctions, read again. You'll find that, among other short-cuts, only five minutes a day is suggested for reducing exercise; that between-shampoo cleansing for your hair takes about three minutes; and that home treatment for hands and feet requires almost no time at all.

If you're going to be a beauty, you've got to be a beauty every day. It's a back-biting compliment when people say of you "My dear, I saw her the other night, and she looked positively *pretty!*" The indication is that you are rather sub-standard most of the time. To be at your "utmost best" all the time takes energy, patience, courage, and a willingness to pay for what you get. If that is too much trouble, then never let us find engraved on your secret heart the words, "I wish I were beautiful."

WE close with a few maxims—make of them what you will. "Remember that there are as many types of beauty as there are women. You're one type, and there will always be an audience—perhaps a world, perhaps one man who will prefer you to all others, if you make an effort."

"A beautiful woman is more lovable than a plain one because she is minus envy and resentment, consequently more open-hearted."

"If you become a beauty, don't take it too seriously. It's only one wing of the bird, and it takes two wings to fly—spirit, for instance."

"A self-made beauty, who has been on both sides of the fence, is apt to be happier and have a better sense of values than a born beauty."

"Emphasize your best feature, even at the expense of another feature."

"Don't rely only on top-layer veneers, coiffures, make-ups, and such. Be guided by men who are emphatic (dull, you think) in their eulogies on beautiful hair and a good complexion. They're right, and after all, it's men who decide who's to be a beauty."

YOUR BODY

Bodily beauty is made up of posture, grace, proportion. If you have the will and the knowledge, you can control all three of these elements of beauty. Not only on Olympus is "the goddess revealed by her walk"

PYGMALION managed to whittle perfection out of uncooperative stone. You can do twice as well—for the human body will always conspire towards its own perfection. Bodies are *born* beautiful, they *thrive* on beauty, and have an instinct *towards* beauty.

The miracle is, that there are *any* beautiful bodies left in the world, when you consider the abuses of fatigue, overindulgence, lethargy, and nervous haste to which they have been submitted. But the greatest miracle of all is the complete, autocratic, proportion-changing control you *can* have over your body; the absolute acquiescence of flesh and muscle to your will. Consider the fact that you can make a waist-line out of a meal sack; flatten out a lordosis; raise an ivory tower for a throat. Omnipotently, you can gain weight, lose weight, vary your measurements where and as much as you choose. It's all a part of progress, this realization of custom-built bodies.

The medical profession has taken a hand in making this miracle possible. Exercise salons are teaching women to govern their own dimensions. And as for elimination, it is now in first place in this recreation of bodily beauty.

The beauty salons, too, have been a tremendous aid in furthering intelligent treatment of the body. In the best salons, each client is carefully studied before exercise, massage, diet, or even the sun-lamp are prescribed. Massage, which is an *aid* to gaining or reducing (not a method), may be ordered for you; or on the other hand, certain kinds of baths may be substituted. Colonic irrigations are given under certain circumstances; under others, foods producing bulk, roughage, or motility will be suggested.

The object-lesson herein is to suggest that it is wisest *not* to attempt prescribing for yourself. Your doctor will be glad of the chance of prescribing a diet for you, rather than taking on the ticklish reclaiming work on physiology that has been basically upset. We, ourselves, list on page 96 three mild-mannered diets. Reducing exercises, too, you'll find on pages 48 and 49.

If you are going to reduce, reduce slowly. For too sudden a reduction brings about a physiological change that makes you feel miserable—and for a long time. The requirements (Vogue requirements at any rate) for reducing are a doctor's supervision; a tape-measure; a minimum of four quiet evenings at home a week; a good bathroom scale, preferably one with an armature, so that you can read your weight accurately; proper elimination; and a prescribed diet. If you want to gain, Vogue sets up the same requirements and urges you to lie down for a minimum of half an hour before each meal. Stuffing yourself with food you can't assimilate won't put a pound on you. Remember, too, that *diet* controls your weight, and exercise controls your measurements.

IN setting up a daily *régime* for yourself, consider your occupation—housewife, butterfly, executive, career girl. Suppose you're a career girl, your work is sedentary (for all your leaping about from department to department). You get insufficient *regular* exercise, you eat, particularly at lunch time, too quickly, too casually, or too heavily, any of which sins will slow you up and make you feel tired and logy.

Your tendencies are either to nervous thinness (this is serious), or to thickening through the waist and hips. Your elimination is probably faulty; your posture, occupational. For you there are any number of salon houses that have working-girl courses after hours...one or more nights a week you go and exercise where you need it most, a diet is prescribed for you and posture corrected. We will be glad to give you the names of such "night schools."

From the day you're born till the day you die, you are the creature of your own making. You form your dimensions, and the silhouette of the shadow you cast is your own handiwork. You recognize the compulsion of a beautiful body; you have an instinct for beauty. Follow this instinct till all men sing, "By her walk, the goddess is revealed."

(Opposite) Reduce, without lifting a finger, and, like the lady at the right, allow yourself to be taken in hand by a low-voltage electric machine, which works the muscles involuntarily

PHOTOGRAPH BY LUIS LEMUS

Reduce, without lifting a finger

FOR THE BUST | FOR THE UPPER ARM | FOR THE TUMMY | FOR THE WAIST | FOR THE THIGHS

34 high-speed reducing exercises

FOR THE DIAPHRAGM

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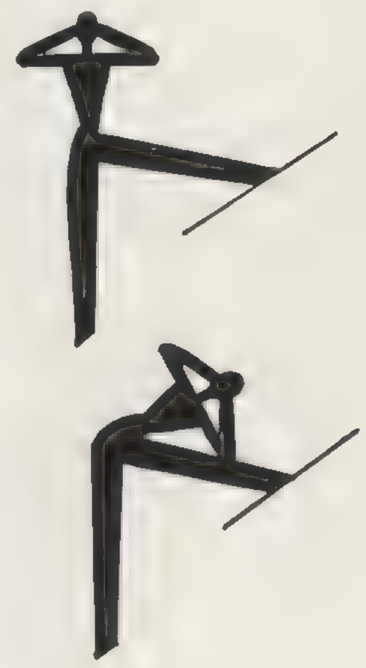

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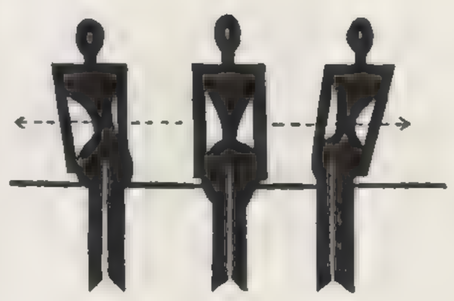

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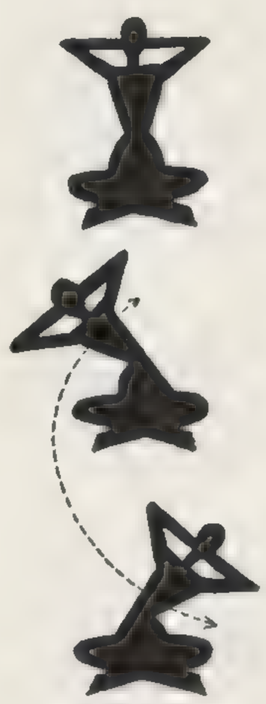

FOR THE HIPS

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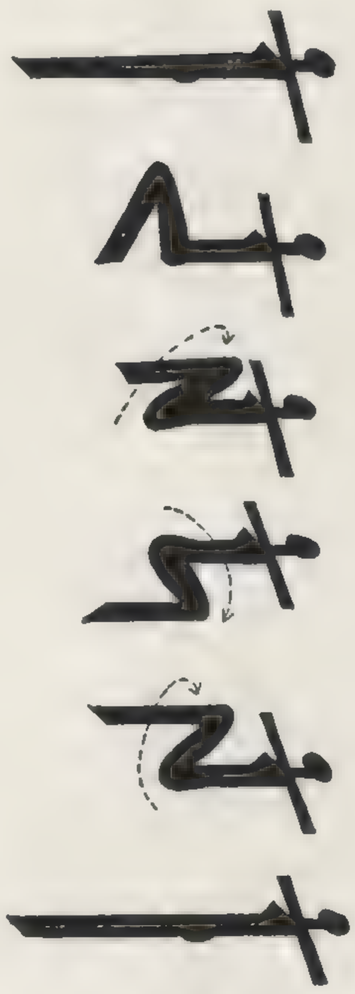

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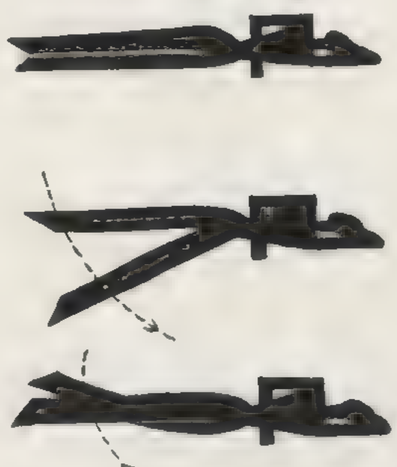

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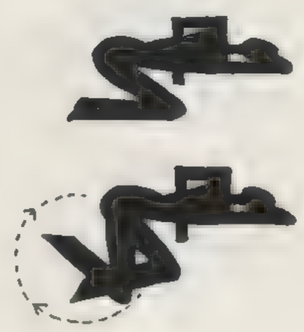

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FOR THE BUTTOCKS

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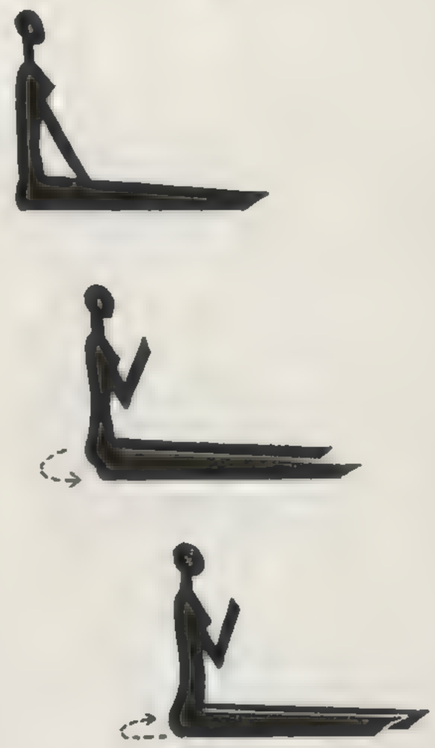

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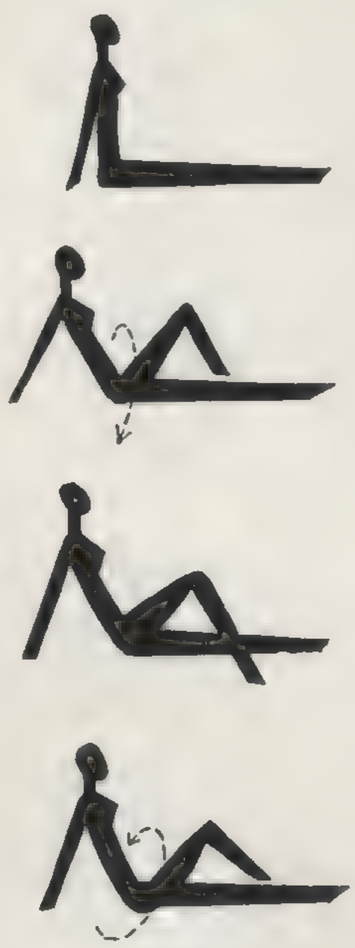

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FOR THE BACK

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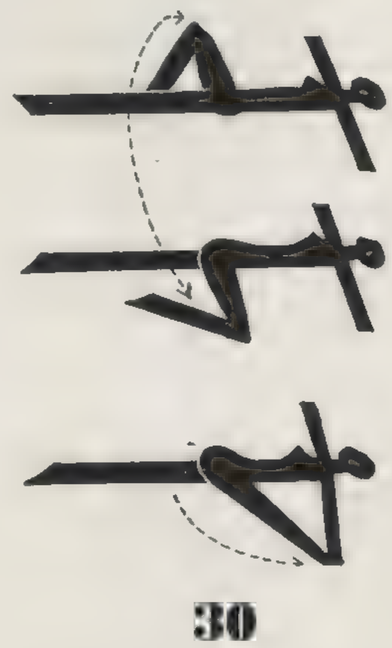

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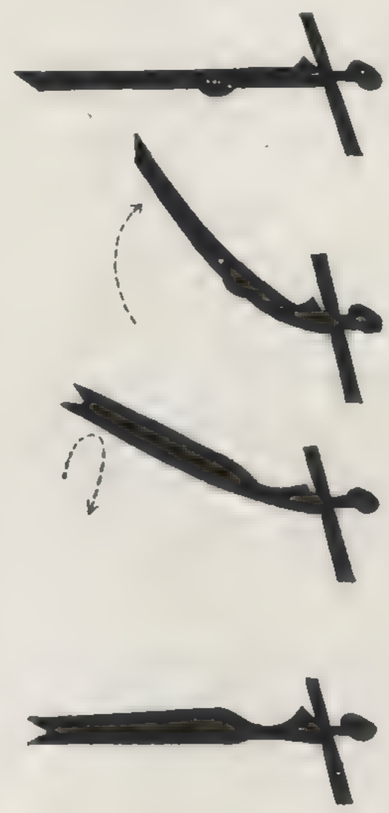

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FOR THE LOWER LEG

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FOR INSPIRATION, PIN THIS CHART ON YOUR WALL. MORE ABOUT EXERCISES ON PAGE 100

YOUR SKIN

The truism "Beauty comes from within" is only a half-truth. The health of your skin is governed internally, but a skin that is both beautiful *and* healthy must follow the rule of three: cleanliness, lubrication, and protection

YOUR skin is your autobiography, the telltale of your physical and emotional stamina. It is exceedingly responsive to internal changes, functioning somewhat like a kidney and throwing off 70 per cent. of the body's waste. Your skin depends largely for its beauty on internal regularity, but it must be kept externally clean, softened, protected.

Keeping your skin *clean* is, of course, the most important of the three rules. Soap and water can do a good cleansing job, but it *can not* remove coloured cosmetics (rouge, lipstick, eye shadow). A cleansing cream is absolutely essential. The ideal arrangement is to use soap only once a day and precede it with a cleansing cream. By and large, the liquefying type of cream is best for an oily skin; the heavier-textured cream for a dry one. Superfatted soaps are best for any skin.

Next in the order of importance is an emollient. Something, a cream or a lotion, which will return to your skin the oil which steam-heat, cosmetics, and modern diet (largely fat-free) remove. The only way to choose the proper emollient is to experiment. Remember that your body chemistry changes, and you may well have to change your cream along with it. Last year's wonderful gooey complexion-guarantee may do nothing for you this year. Don't blame either the skin or your cream; merely experiment till you find a satisfactory one. If you are loath to go to bed with a greasy face, there are now cream lotions that leave your skin shineless and lubricated. One of this species might suit you very well. If it doesn't, use your emollient cream while you are having your bath where you are, we trust, invisible. Please wash and cleanse your face *before* you bathe; the bath essence that steams so deliciously from your tub was not intended for your face—nor, we add, was the bath soap.

Next in importance is skin protection. Too many women consider protection as essential only for the very old, the very young, or those sad-eyed hypochondriacs who assure you that their skin is like "tissue-paper." The simplest way to blast this fallacy is to look at the skin of your own body, the areas which are protected, such as your torso, and compare it with unprotected, exposed areas. The answer is obvious. Protected skin flourishes. Our grandmothers had beautiful skins, but it wasn't the soap-and-water-no-nice-lady-paints that accounted for their loveliness. It was protection, lack of exposure. They went out into the wind and sun but seldom and were inches deep in veils when they did.

If you have a young skin, use one of those creamy lotions which form a light, protective film. If lines are beginning to insinuate themselves, use a heavier lotion or a thin foundation cream. Powder suspended in lotions is very good for occasional make-up, but it should not be used every day.

Stimulation, too, is essential for the skin. The best method is exercise, which not only flushes your skin with fresh blood but induces sweat, which brings the oils in the sebaceous glands to the surface, and forces out accumulated waste-matter. Obviously, the best facial in the world. Next comes the city-life equivalent, the facial treatment.

PURE twaddle are opinions that facials break down the underlying tissue and cause wrinkles; that if you have a facial you must go on and on, a slave to the salons; that you invariably break out the day after. Any facial treatment in the hands of an incompetent operator can do damage, but good treatment houses do not employ incompetent operators. More about facials on page 112. Massage of the back, neck, and scalp is marvellous for the face—and also soothing to the nerves, something to be considered in its own right. Your skin has to throw off 70 per cent. of the waste material of your body. Nerves control skin elimination, just as they control body elimination, and anything that aids in the proper functioning of those nerves ends up by benefiting your skin's beauty.

Because of the spate of books, like *100,000,000 Guinea Pigs* and *Skin Deep*, because of government regulations and reports, a few women came to look at cosmetics skeptically, to believe that soap and water were the only safe bet, that even the creams which were "harmless" were all alike. Be it said that legislation was needed in the cosmetic field, and needed badly. But to-day, ruled by sound government legislation, American cosmetics are better than ever. You may take their government-checked promises in good faith.

PHOTOGRAPH BY HORST

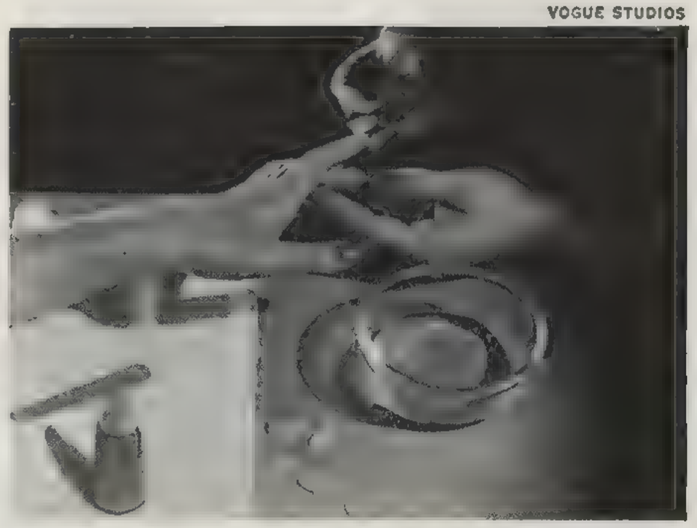
Flesh, Bone, and Spirit

Be kind to your hands and feet

Footcare simple enough to do

If you break a nail

VOGUE STUDIOS

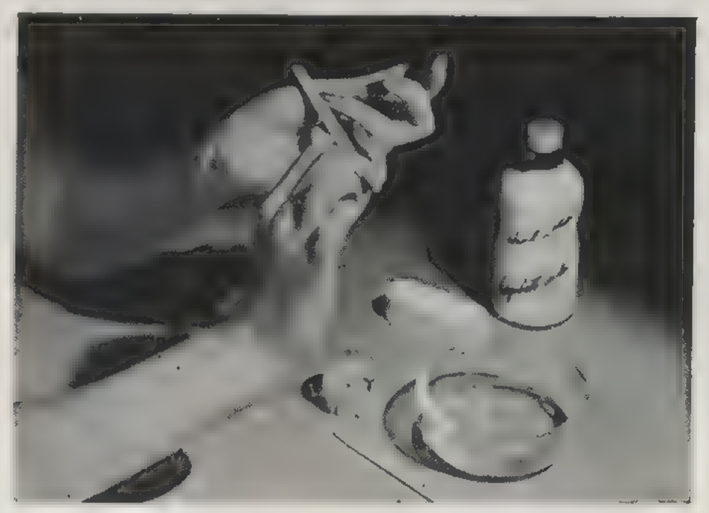


Have artificial nails put over the broken ones; they are sturdy, invisible, easy to apply

If you bite your cuticle

Wrap your finger-tips in cotton soaked in warm oil, leave it on for about half an hour

If you use a typewriter



Keep your nails filed to a very short oval, or pounding the keys will bruise the nail root

Support your foot with your fingers and massage firmly over your arch down to your toes

If you walk on pavements

Get one of those cooling foot masks and apply it for half an hour *before* you are going out

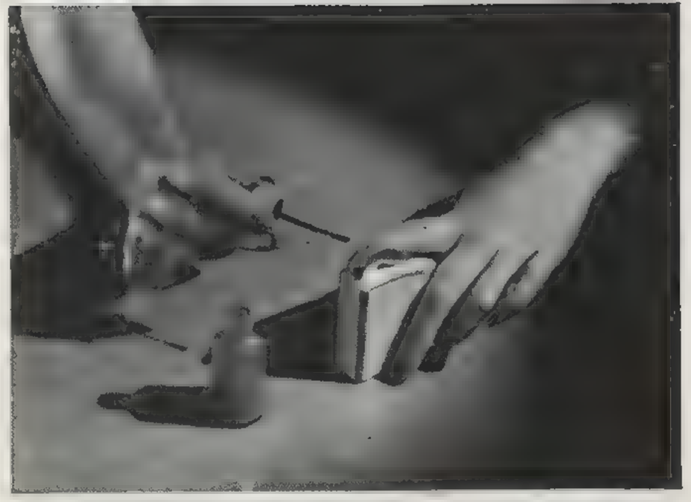
If you are going dancing

Try those high-principled exercise shoes that build up your (usually fallen) metatarsal arch

If you wear very high heels

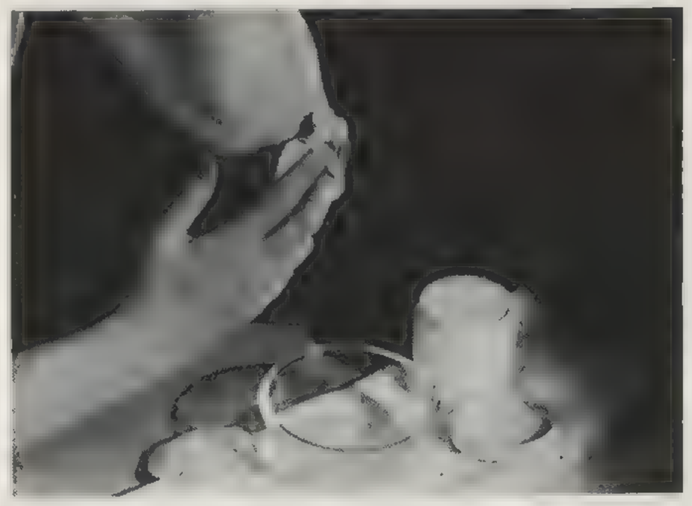
"Beauty from the extremities"

If you "blob" your polish



Get one of those small hand-rests that hold your cuticle back and keep your hand steady

If you lean on your elbows

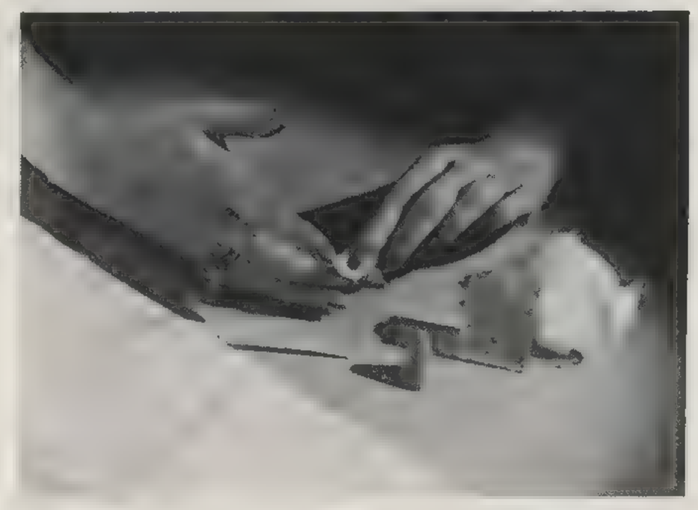


Polish up roughened elbows at least once a week with special, smoothing meal packs

If you smear your polish

While it is drying, protect your nail polish with these gadgets that snap on your fingers

If you smoke a lot



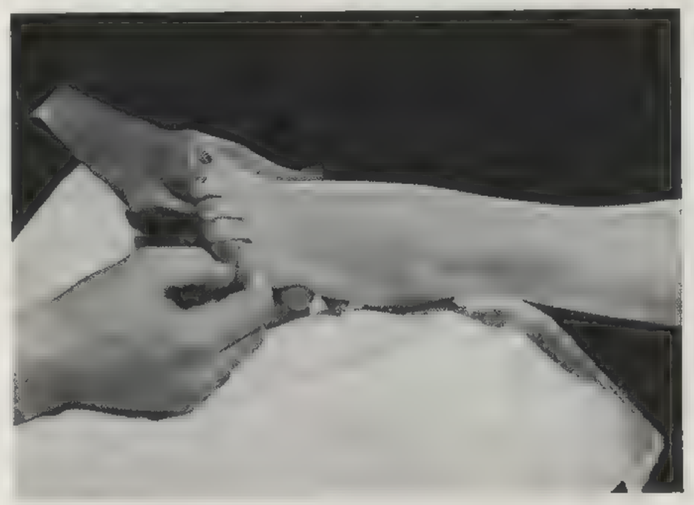
Keep your fingers pristine with nicotine remover, which banishes both stain and odour

Lie down flat, for at least half an hour with your feet forty degrees higher than your head

If you stand a great deal

Roll each foot backwards and forwards (firmly) over a Coca-Cola bottle...twenty times

If you wear wobbly shoes



Never, never, never try to remove a corn yourself. Go to your chiropodist, let him attend to it

If you have corns

Have your toes done, or do them yourself; and remember *never* cut cuticle or corners

If you wear glass slippers

Nature + Science = Perfume

YOUR PERFUME

Perfume is a kind of psychic phenomenon:
A djinn in the bottle, with the power of compulsion.
Accept it as a romantic tribute; choose it,
remembering there is no *complete* beauty without it

WHEN you wear a perfume, let it cloak you like a mood. Don't put it on like a hat. Remember that perfume is the most personal thing you buy, and it should be an olfactory expression of what you are and not a pretty gadget which you add to a completed picture. Use it with subtlety, make sure that it is really in tune with you—for perfume, like personality, is indefinable and makes its appeal directly to the emotions.

Consequently, when you buy a perfume, it's a wise precaution to test it out on your world first, with, perhaps, a dram flacon. Remember, too, not to choose perfume *exclusively* for your own enjoyment, for the pleasure will be short-lived, as your sense of smell is unable to sustain a consistent odour. Its reaction on others is the test. Remember, too, if your best beau raises a violent objection to what you *know* to be one of the really fine perfumes, don't argue. Perfume is as much a matter of allergy as of taste. Change to another fine perfume and don't grow grey with fury if a few days later he "*hummmmmms*" appreciatively over the identical perfume on your blond rival. Her chemistry is different from yours; ergo, the reaction of chemical on chemical is different. You probably have allergies to certain fragrances yourself. People do.

Unaccountably for a responsive and appreciative nation, the American woman uses comparatively little perfume. The average woman spends in the whereabouts of twenty-four cents a year on perfume...which, obviously, means that thousands of women use no perfume at all. The average woman *also* uses too little Cologne. Cologne is a body friction, *not* a perfume. Let no enthusiastic sales-girl sell you on the idea of substituting Cologne for perfume on the grounds that "it's *very* strong and made with the same essential oils." *Sometimes* it is, but even then consider the amount of fabulous perfume oils that a perfumer could afford to put into a Cologne which sells for a dollar....

If Colognes were really substitutes for perfume, the fine houses that make both Colognes and perfumes would make nothing *but* Colognes and give up forever the expenses that fine perfume-making entails. Cologne was never meant to be dabbed on behind the ears—it's made to slather on, so that the heat of your body will bring out its fragrance and you are cloaked in a dim, barely perceptible aura. Sachet should do the same for your lingerie. Floral and herb sprays should do as much for your rooms, scented lacquer for your closets.

But perfume, perfume is reserved to make you part and parcel of a fragrance, and that fragrance, by grace of your own individual personal ambiance, uniquely your own. Wear perfume every day. Use atomizers. Pour only a little of your fine perfume in at a time and keep the remainder tightly sealed and in a dark place. (Light and evaporation are the enemies of perfume.) Don't use perfume proper on your hair. There are special hair fragrances which take into consideration and compensate for the natural oils present. Don't use floral perfumes on fur—use perfumes with an animal base, civet, ambergris, musk, castor.

Perfume your hands, your throat, the inside of your elbows. In the evening, include your shoulders, your arms (never under your arms), your back and bosom. If you carry a little flacon with you (those dram sizes are perfect for this), refresh your aura, but never let a man see you applying perfume. Try to create the illusion, at least, that lovely fragrances are natural to you, that they are a part of you like your smile, your individual moues.

WHEN man is inclined to praise his lady with perfume ...there's homage involved, and homage of a rather profound order. When a five-year-old, with incontroversial firmness insists on "pearfume" for his mother's Christmas...when an elderly gentleman, who remembers vaguely something called Florida Water, wants a "bottle of scent" for his granddaughter...when a young man grown red with embarrassment sniffs desperately at rows of glass bottles...it's Tribute. Just how basic a tribute, they know not, who regard perfume merely as one of the nicer-presents-you-give-to-ladies. But women know, and women cherish the knowledge that perfume is a troubadour kind of gift, on a par with a sonnet, a slaughtered ogre, the "golden apples of the sun."

PHOTOGRAPH BY LUIS LEMUS

OUTLINES
of History

These postures were all admired in their day—only one is still in good standing

THE female form divine has had some pretty tough sledding, one way and another. It has survived—somehow—the steel and whalebone and canvas, the rock-ribbed stays, stomachers and hoops, the lacing, padding, and other pushing-around that have been visited on it; but it has gone through some strange convolutions. On these pages, we give you a lightning view of Posture through the Ages—from the classical Greek, circa 400 B. C., to the drooping Débutante, circa 1924 A. D. Behind this photographic frieze lurks a moral. Because the modern—circa 1940—stance, freed of restraints, should be right back at the Greek ideal. In other words, you should look like that first photograph, right. If you look like any of the others, you're a Period Piece.

Grecian: Straight as a Caryatid, or a goddess—the Greek stance is still the criterion; never more desirable than with 1940 clothes

Empire: Fired by the Classical Revival, ladies tried to look like statues of nymphs, but neglected to keep stomachs in, shoulders back

Victorian: Sloping shoulders and fourteen-inch waists were smart; breathing wasn't. Result: a succession of swoons, vapours, jimjams

Mediæval: This fine fourteenth-century (or Iron Maiden) attitude, pelvis forward, looks well on tapestries; not so good anywhere else

HORST

Eighteenth-Century: Stiff with brocade, encumbered by hoop-skirts, rigid of spine, these ladies walked (not ran) through the minuet

Gay 'Nineties: This elegant sway-backed stance made bustles and padding almost unnecessary. The technical name for it is lordosis

Flapper: The chic "Débutante Slouch" of the 'Twenties involved a drooping spinal column, a concave chest, and an air of disillusion

Confessions of A BEAUTY SPY

CONFESS all. Tell us how you keep those Good Looks, that lily-white skin—we asked a number of beauties. Our probe brought out some interesting confessions: Eggs. Cucumbers. Lemons. Just plain soap and water. Goat's milk. Alongside the familiar jars and bottles on dressing-tables are many farmyard products. Passionate believers in science though women are, many still cling to grandmother's recipes, and "secrets" handed down by the seventh daughter of a seventh daughter.

THE MILK CULT. Take it internally, take it externally, the milk advocates prescribe. Though she hates to drink it, Mrs. John C. Wilson washes her lovely face twice a day in tepid milk. Thick rich cream is the panacea for Mrs. McAdoo Taylor. When her face looks thin and tired, she plasters it thick with cream—it seems to fatten my face, she says. Mrs. Julien Chaqueneau is another who swears by fresh cream on the face. Southern girls, long before Scarlett was born, have used buttermilk as an astringent. No one, so far as we can spy out, bathes in goat's milk like Cleopatra, but Mrs. Paul Warburg drinks a glass of it every night.

CUCUMBERS, EGGS, LEMONS. A raw cucumber lotion is Mrs. McAdoo Taylor's favourite skin whitener. She uses it like a foundation, allowing it to dry on her face before applying make-up. Camomile tea is Mrs. Edward Warburg's "secret"...one she picked up in Europe. She drinks it and cleanses her skin with it. So does Mrs. Edward Reeves. Mrs. Alexander Forbes rinses her hair with camomile tea...and washes her hair with raw egg yolks. Raw eggs make hair shine. Lemon-juice, glasses of it, drunk during the day, is one of Lady Mendl's prescriptions. Brenda Frazier retains the paper-white texture of her famous face by applying whites of eggs...allowing them to dry on, then rubbing with ice.

SIMPLE SOAP AND WATER. Scrub it with soap and water is the skin doctrine of both Mrs. William Duryea and Mrs. Esmond Bradley Martin, the former Atwell sisters. Twice a day, Mrs. Julien Chaqueneau scrubs her clear skin. Once a day, say the skin specialists, is better, and follow it up with a little cold-cream. Young Gogo Schiaparelli likes the sponges containing a little soap that her mother, Madame Schiaparelli, makes, for washing her face. And she washes her own hair, too, but it's naturally curly. Mrs. Adam Gimbel scrubs her *really* rose-petal skin at night with soap, water, and a brush, following this up with a vitamin cream.

ET AL. Staying up until all hours never seems to dim Mrs. Edwin Earl's radiance...and one tip that helps, she says, is to take a long hot bath in which is a package of Epsom salts or baking-soda before going out! And nothing is better for complexions, says the lovely Mrs. Edgar W. Leonard (accustomed to Holland's damp climate), than turning off the steam-heat!

Moss Rose

The moss rose, frail Victorian flower, blooms again, to-day. It drifts sweetly through the winter scene. Cultivate it—its delicate scent, its decorative lines. Moss roses grow on a white rayon satin négligé opposite. The jewellery—enamel with pink stones—simulates tiny moss roses. All; Bonwit Teller. Roses top the green velvet turban; from Lilly Daché. And Charles of the Ritz not only calls his new series of make-up and bath preparations "Moss Rose," but —as you can see—strews moss roses over the lovely, fragile-looking containers

1940.
Moss
Rose

Which of these great masters

Derain *

Have you the colouring Derain liked to paint: the rosy-golden skin, ash-blond hair, the light eyes? Below are some colours Derain might choose to deepen your eyes, to lighten and gild your hair

Your daytime lipstick

Your evening lipstick

Your eye-shadow

Your best colour

Your next best colour

You can wear

Try touches of

Avoid at all costs

Laurencin *

Have you the fair skin, the blue or grey eyes that appear dark, the grey hair Laurencin made famous? She would paint you in the colours below to accentuate your dark eyes and fair skin

Your daytime lipstick

Your evening lipstick

Your eye-shadow

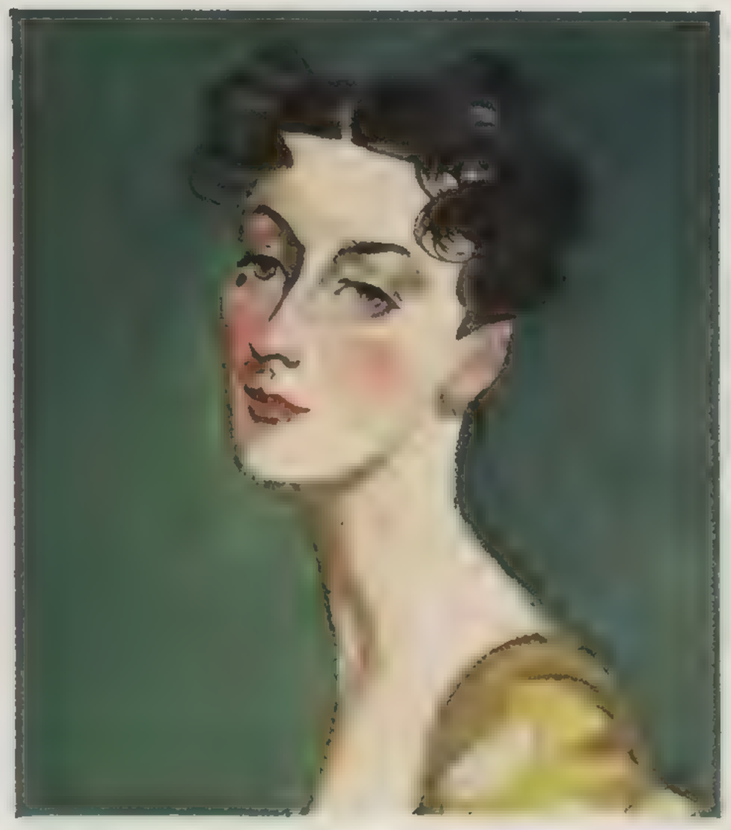
Your best colour

Your next best colour

You can wear

Try touches of

Avoid at all costs



Lawrence *

Are you the Lawrence type—white skin, dark hair, with brilliant eyes? You would sit for Lawrence in the colours below, that accentuate the contrast of very white skin and very dark hair

Your daytime lipstick

Your evening lipstick

Your eye-shadow

Your best colour

Your next best colour

You can wear

Try touches of

Avoid at all costs

would have chosen you as a model?

Goya *

Have you Goya colouring—dark eyes, black hair, a clear olive skin without much colour? Below, unobvious shades that Goya would choose to bring out the startling clarity of your skin tones

Your daytime lipstick

Your evening lipstick

Your eye-shadow

Your best colour

Your next best colour

You can wear

Try touches of

Avoid at all costs

Renoir *

Are you a true Renoir blonde, creamy, golden-haired, blushing? Renoir would have painted you in delicate shades, or white, or black; colours to play up your utter blondness, like those below

Your daytime lipstick

Your evening lipstick

Your eye-shadow

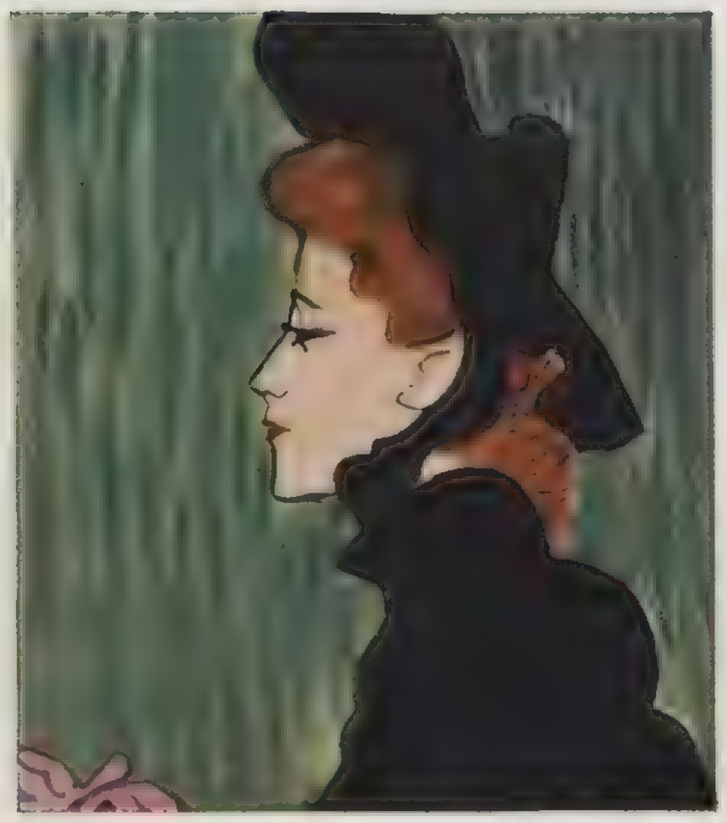
Your best colour

Your next best colour

You can wear

Try touches of

Avoid at all costs



Lautrec *

You are the clear-skinned redhead, the type Lautrec really loved to paint. Your eyes are blue, green, or hazel, your brows dark, your skin extremely pale. Below are his colours, and yours

Your daytime lipstick

Your evening lipstick

Your eye-shadow

Your best colour

Your next best colour

You can wear

Try touches of

Avoid at all costs

* Forgeries by Grafstrom

"And beauty draws us with a single hair."

Alexander Pope

YOUR HAIR

Whether your hair is as straight as a blade of grass or covers your head with springy, natural curls, cherish it, cultivate it, and its beauty will leap to life to shine like a heavenly nimbus

PERHAPS those who appreciate most the intrinsic beauty of hair—just plain healthy, springing, glossy hair—are little boys and grown men. They may not care whether it's curled or straight, silver-blond, jet-black, or white. All they know is they like the high-lights of it; the purring, flexible feel of it under their fingers; the fresh, personal fragrance that drifts from it like an aura. And they're right. We are inclined to think too much of hair solely in terms of a coiffure—a ringlet, a swirl—instead of making the most of the beauty of texture and colour and life that belong to healthy, cared-for hair.

Your scalp and the roots of your hair are complicated organisms and should be treated as such. Calcium, certain vitamins, hormones, and glands play a very important rôle in your hair's health. Hormone unbalance may actually cause excessive falling of hair, or even its total loss. If you have a truly acute hair problem, go to a dermatologist, and he will give you advice, or send you to the proper person. Your diet, your blood chemistry, your whole system may be the cause.

But above all, whatever type and texture of hair you have, keep it CLEAN. Without a clean scalp your hair stands little chance of growing in glossy and soft. There have even been cases of skin troubles cleared up by the antiseptic care of the scalp and hair. Some people cling to the soap-and-water treatment; others to alkali-free oils. Choose the one that suits you best, and USE it. Notice the condition of your face. When it needs more cleansing than is usual, you can be certain that your hair has picked up an excess accumulation of dirt. Salt-air stickiness and perspiration must also be carefully removed.

Even though you have specific treatments at your hairdresser, it is an excellent idea to give your hair some attention at home. Brushing your hair one hundred and fifty times a day is not necessary, but some form of scalp stimulation is. Body massage, neck massage (which is better than scalp massage), or exercise will help to keep your circulation lively. This nourishes the roots of the hair and helps to carry away impurities and generally tones your scalp.

Between salon shampoos, you may use one of those dry-powder cleaners. If you do, be sure that you cover the whole scalp area, or you will not get the best results. If you prefer, you may part your hair into neat little squares and clean around each section with a piece of cotton dipped in a scalp conditioner. If your hair becomes unruly, the judicious application of a little brilliantine, sprayed on the ends with a fine spray atomizer will help. Or if your hair has a tendency to fuzzy ends, you might try one of those dressing creams. Rub a little on your hand, and then rub the ends between your palms. This will help to keep your curls neat and soft.

If you are among women blessed, and have naturally curly hair, give it the respect due it. Have it cut by the best person you know, for curly hair cut any-which-way is a kind of vandalism. Perhaps the ends don't curl as well as the hair about your brow. Have them permanently waved. This will not harm your curl, for that is established at the roots of the hair.

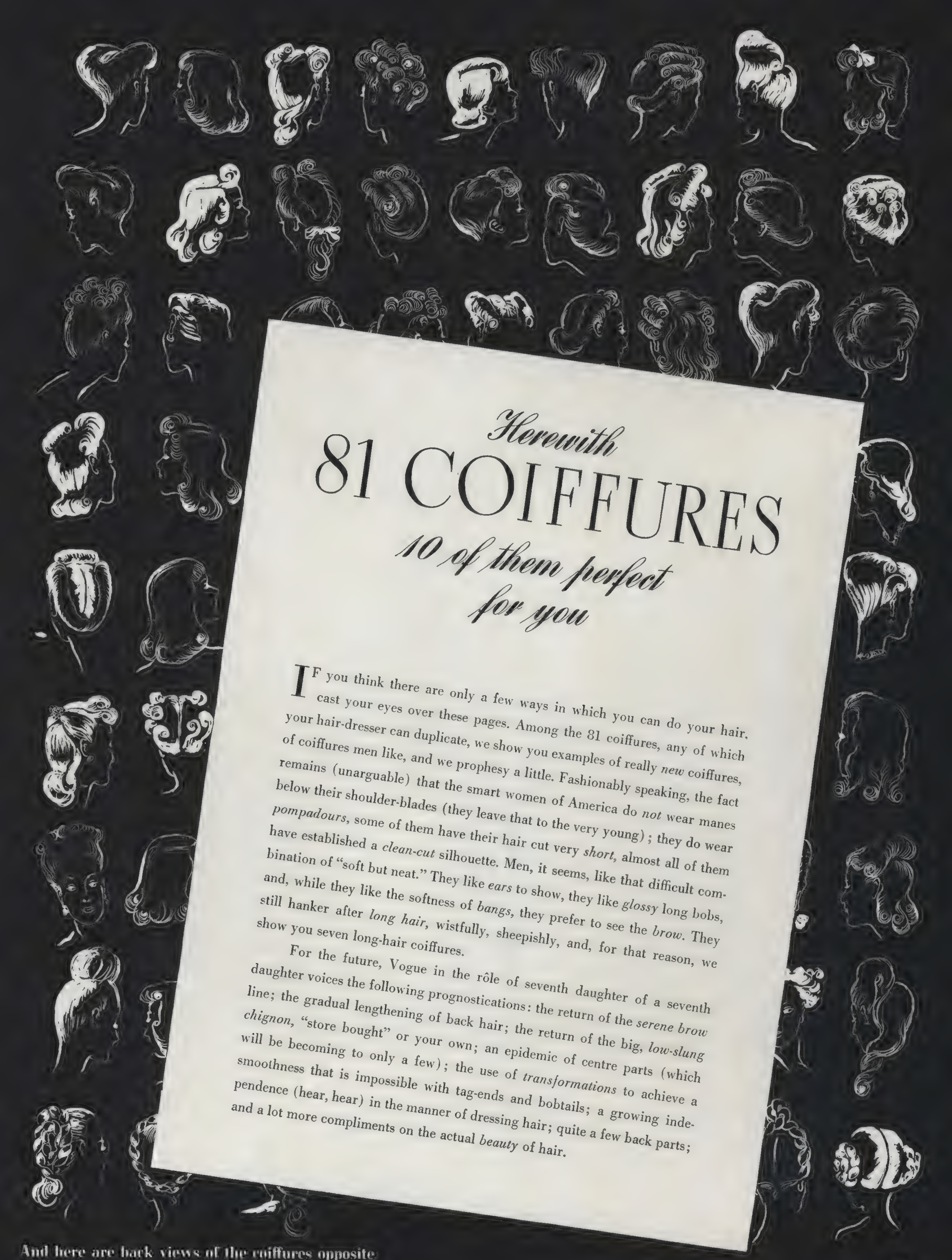
WHEN you have a permanent wave, be sure that the person who does it knows your hair. If he has never before given you a permanent wave, at least let him set it once or twice, so that he may become more familiar with its idiosyncrasies. He will best be able to judge the length of time it will take to wave your hair; and, whatever your previous record was, it is irrelevant, for every machine is different, and you yourself change. Tell him, too, if you take any medication, particularly thyroid, or if you have had an anæsthetic recently, for this may increase your waving-time three-fold.

Cream your hair, perfume your hair, dress it just as you would your face. Polish it with China silk, smooth it with chamois, coil pearls into your burnished chignon. Men are genuinely responsive to a beautiful head of hair. There have been, if you'll remember, a sonnet or three written in its honour...

Gene Tierney, opposite page, the white hope of Broadway last year, now a movie star, plays with Paul Muni in "Hudson's Bay." Expansive, young, talented, she is famous for her maple-leaf colouring, and the extraordinarily alive, molten quality of her lovely hair

PHOTOGRAPH BY ANTON BRUEHL

Here are 81 coiffures from which you may choose



Herewith

81 COIFFURES

10 of them perfect for you

IF you think there are only a few ways in which you can do your hair, cast your eyes over these pages. Among the 81 coiffures, any of which your hair-dresser can duplicate, we show you examples of really *new* coiffures, of coiffures men like, and we prophesy a little. Fashionably speaking, the fact remains (unarguable) that the smart women of America do *not* wear manes below their shoulder-blades (they leave that to the very young); they do wear *pompadours*, some of them have their hair cut very *short*, almost all of them have established a *clean-cut* silhouette. Men, it seems, like that difficult combination of "soft but neat." They like *ears* to show, they like *glossy* long bobs, and, while they like the softness of *bangs*, they prefer to see the *brow*. They still hanker after *long hair*, wistfully, sheepishly, and, for that reason, we show you seven long-hair coiffures.

For the future, Vogue in the rôle of seventh daughter of a seventh daughter voices the following prognostications: the return of the *serene brow* line; the gradual lengthening of back hair; the return of the big, *low-slung chignon*, "store bought" or your own; an epidemic of centre parts (which will be becoming to only a few); the use of *transformations* to achieve a smoothness that is impossible with tag-ends and bobtails; a growing independence (hear, hear) in the manner of dressing hair; quite a few back parts; and a lot more compliments on the actual *beauty* of hair.

And here are back views of the coiffures opposite

HORST

She wears a wig

Her own hair is impossible to dress. It is baby-fine, and there is not too much of it. So Max Factor made her a lovely transformation. He never saw her, yet with photograph and head measurements, he created a brilliantly flattering wig. Her hair, swept from her temples, seems to be her very own

A Wig

...beauty's newest trouble-shooter

WIGS YOU'D SWEAR WEREN'T WIGS—MAX FACTOR'S

WIGS are the intelligent answer to a number of hair problems. Wigs are beautiful. A wig can look as natural as your own hair. Vogue believes that more and more wigs will be worn, and more and more frankly. For to-day, wearing a wig no more admits a secret and shameful defect than wearing face-powder admits a poor complexion.

Wearing a wig to cover up an æsthetic imperfection is merely putting beauty above false pride—proving that you are not like those women who, with a faint undulation in their tresses, scorn the blandishments of a permanent wave because *their* wave is "natural."

Suppose you've been ill and your hair is pitifully thin. Suppose you're in your sixties and you just can't *make* a *soignée* coiffure out of your sparse or difficult hair. Suppose it turned ginger instead of grey. Suppose in a headstrong moment, you dyed your hair, and now you want to let it grow out. Suppose, merely, that you have that impossibly fine baby hair which no amount of setting or waving will turn into a coiffure. Your answer is a wig. A natural, beautifully shaped wig. A wig that seems to sprout right from your own hair-line, that parts cleanly, freshly, that has a loose, casual, curly look.

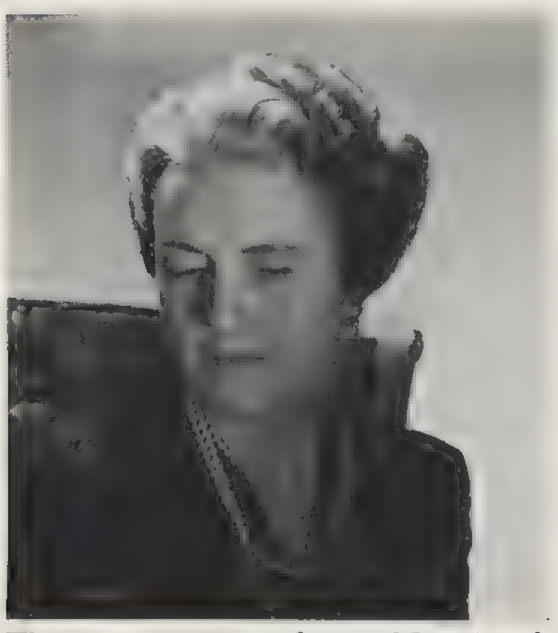
Max Factor makes wigs like that. He's been doing it for the movies for some time. Now he is making wigs, or half-wigs, for the public, not, perhaps, the general public, for they cost a pretty penny, but for many more women than you would imagine. He will even make them at a distance of three thousand miles, from photographs, measurements, and "swatches" of his client's hair.

You get used to a wig, so our "transformed" friends tell us, in about a week. It takes that long to convince you that it won't come off in a high wind, that you can try on hats to your heart's content, that your part really *is* fool-proof, that they're easy to put on. (See page 99.) The ideal arrangement is to have two or three wigs if you can, so that you may have coiffures for day or evening or for sports.

Taking care of a wig is simple. You keep it, along with your hats, under sacheted muslin covers on a wig-block. When you think the wig needs redressing, you either return it to Max Factor, or go to a competent hair-dresser in your own city who will know how to clean and reset it.

American women are famous for their beautiful hair; women with really hopeless hair will always be few. But those few, particularly if they are really made *unhappy* by their hair deficiency, will do well to consider these new two-ounce miracles of naturalness.

The problem was sparse, fine white hair that just wouldn't stay coiffed



The answer: an undetectable wig of burnished, waving silver-grey hair

Origin: Jugoslavia

Borrowed from a Jugoslavian woman's dress—the idea for this covered-up evening costume. For moderns, a skirt of pale blue chiffon with silver sequins, the white silk jersey top simulates a kerchief. From Saks-Fifth Avenue

Origin: Museum of Costume Art

America's top designers devise new fashions from ancient costumes

DESIGNERS the world over seek inspiration in the great museums. And now America's top talents are finding Rockefeller Center's Museum of Costume Art a storehouse of ideas for clothes.

At the Museum's new exhibit, "Fashion's Family Tree," on view until November second, two score leading American designers are displaying models—each beside the museum-piece that gave inspiration. Herewith, three costumes in the exhibit.

HORST

Above: Following the lines of an Austrian peasant costume—this graceful evening dress. Made of gold tissue lamé, it echoes the original costume's pleated skirt, embroidered square neck. Bergdorf Goodman

Left: Prompted by a tight East Indian jacket, by trousers from Montenegro—dinner-pyjamas by Jessie Franklin Turner. The embroidered top is of yellow silk satin; the pleated trousers are magenta satin

Taking the Political Pulse

Curious as a village gossip, scientific as the cardiograph— America's public-opinion polls

By JAN SPIESS

HALF a century ago, James Bryce wrote that "the obvious weakness of government by opinion is the difficulty of ascertaining it." This was before the public-opinion poll set out to measure the minds of the millions and report it. This instrument, which tells you what Idaho thinks of conscription, what Oregon thinks of national defence, has only been effective for the last two decades. But there was the straw vote of 1824, which gave Andrew Jackson an overwhelming majority; and the later poll of 1883, conducted by *The Boston Globe* to increase circulation.

Presidential polls, as we know them now, began as early as 1912 in *The Farm Journal* and were followed by *The Literary Digest* and *The Pathfinder*. These were essentially polls to ascertain the popularity of the presidential candidates, but the polls of to-day are also concerned with the issues that confront the American public.

The Literary Digest poll was the weathercock that caught the breeze until the hurricane caught it and blew its tail-feathers in every direction. For many years, it was as important to receive a *Literary Digest* ballot, to be polled by the *Digest*, as it was to be an upstanding citizen with money in the bank. A member of the tel-auto public, who did not find a *Literary Digest* envelope in his mail-box, wondered if some deadly enemy had made him a poll pariah. The *Digest* method was to use a mailing list, which they had begun composing in 1895, from lists that included telephone subscribers, automobile licensees, rich men, merchants, and chiefs.

But what the *Digest* poll did not know was that the "sample" (that is, the technique which polls a small, but representative group of the *whole* voting population) must include the lower-income groups. The *Digest* sampling-method enfranchised the rich, disenfranchised the poor. Although this was not done consciously, the consequence was just as disastrous. *The Literary Digest* poll showed Landon receiving fifty-seven per cent. of the major party vote. The awakening on that dawn of November 4 was rude for the *Digest* among others; Roosevelt received 62.5 per cent. of the major party vote. *The Literary Digest* poll did what many of us would like to do on the morning of a disaster: it turned over and went to sleep again. It still sleeps.

But the wind that blew one weathercock to the ground blew others to the roof-top of America. The Gallup poll, the Dunn survey, the *Fortune* survey, *The Pathfinder*, and a few less famous polls, came to their high perches. America, where public opinion is free, is a fine testing-ground for polls. For American independence enjoys the opportunity of personal expression.

The Gallup poll and the *Fortune* poll are similar in that, as they say in words of ten syllables, "they have a common interest in reporting public opinion by use of statistical methods." Basically, they are alike because they draw their results from personal interviews obtained from every type and every class. They measure public opinion among the rich and poor, old and young, men and women. But there are differences in the wording, phrasing, and method of presenting their questions and in the personnel of their interviewers.

THE Gallup poll has eleven hundred part-time interviewers. They are not long-distance rangers, but work in their own neighbourhoods. An Eastern neighbourhood may be three city blocks, and a Western neighbourhood may be thirty prairie miles, but each interviewer knows the background of the person to whom he is talking. Ninety per cent. of these interviewers are college graduates (the other ten per cent., we presume, are individualists with high I.Q.'s). They are lawyers, school-teachers, clergymen, housewives, and social workers who have, first, an intense pride in being a Gallup worker and second, an intelligent approach to their subject.

On the Gallup ballots, any question of immediate, national interest may be asked. And the form these questions take is of utmost importance. Weary Gallup poll editors spend the hours from dusk to dawn wording a single question that is to be answered simply, "Yes" or "No." The question must not imply its own answer; it must be worded and presented in such a way as to receive an answer that is the actual opinion of the respondent.

Such questions as these have been asked on the Gallup poll: "If Canada is actually invaded by a European power, do you think the United States should use its Army and Navy to aid Canada?" (This was asked in October 1938, with 73% saying yes and 27% saying no.) A blunter question was asked in December 1939: "In the present crisis, are your sympathies with Finland or Russia?" 1% sympathized with Russia. In February 1940, this question was asked: "Do you think it is all right for people to solicit money for political campaigns from Government employees, (Continued on page 116)

The Woman's Vote

This is the way you might go to vote, so early November 5. Your polling-place, a flower-shop—or barber-shop. Your candidate, Willkie—or Roosevelt. Your costume—this suit, corduroy with wolverine. Salon de Couture, Bonwit Teller

CONDÉ NAST ENGRAVING

Miss Mary Aldrich

Daughter of Mr. and Mrs. Winthrop W. Aldrich—
a new portrait by Charles Dana Gibson

Charles Dana Gibson

The great illustrator at the turn of the Century and recorder of a colourful social era.

By Frank Crowninshield

IT is only the misguided who could believe that Florenz Ziegfeld—in those lacy and libertine productions of his—was the first to glorify the American Girl. Actually, the blame for that enormity must be laid at the door of Charles Dana Gibson. For it was really he—with his devastating Gibson Girls—who first fastened upon us the cult of nympholepsy, or Girl Worship.

As it was precisely fifty years ago that Gibson Girls made their bows to the world; as their begetter is currently celebrating the seventy-third anniversary of his birth, and the forty-fifth of his marriage; and, finally, as an entirely new order of Gibson Girl has just appeared on the scene (*vide*, the portrait of Mary Aldrich on the opposite page), an appraisal of Charles Dana Gibson and his works is certainly in order.

Mr. Gibson's goddess did not at first appear—as a Greek beauty once did—riding the waves on a pearly shell, but as a graven image in the pages of *Life*, a weekly then, in 1890, devoted to satire and humour. Her worship, in less than no time, had become general. Pretty nearly everybody observed the ritual of her cult. Her figure decorated the principal weeklies, magazines, and books of that happy and innocent day. She became a personage on the stage; the subject of songs; the idol of the young; the envy of the plain; a mirror for the rich; even a trademarked figure in the marts of trade.

What we now know as "high" or elaborate society, was, in those days, an uncharted world. It is difficult now to believe that the country club, the horse-show, the cotillion, the smart hotel, the game of tennis (still played in tight knickerbockers), the low bicycle, the sport of golf, the four-in-hand, the supper of terrapin and canvasback duck, the dinner on gold plates, and many of the other perhaps wearisome diversions of Mrs. William Astor's set were institutions then making their first appearances in America.

It is true that, as early as 1887, illustrators like W. T. Smedley, C. S. Reinhart, S. W. Van Schaick, T. de Thulstrup, W. H. Hyde, Albert Sterner, A. B. Wenzell, and Harry McVickar were attempting—usually in the pages of *Life* or Vogue—to mirror New York's social scene. McVickar, in particular, in his drawings in Vogue (then an illustrated weekly of society and fashion), had portrayed people of undoubted fashion and breeding.

But McVickar's drawings, good as they were, and those of Smedley and Reinhart and the others, appealed but little to the public at large; whereas, for the work of Gibson, people generally felt an immediate and instinctive urge.The reason, perhaps, for his extraordinary vogue was that all of his young people were perennially in love; in love on the bridle-path, at the dinner-table, on the beach, at the opera, and in the ballroom. He rejoiced in the love of the rich for the great and the poor for the humble. He even showed us cupids, cherubs, creatures presumably sexless, who held mortals in loving regard.

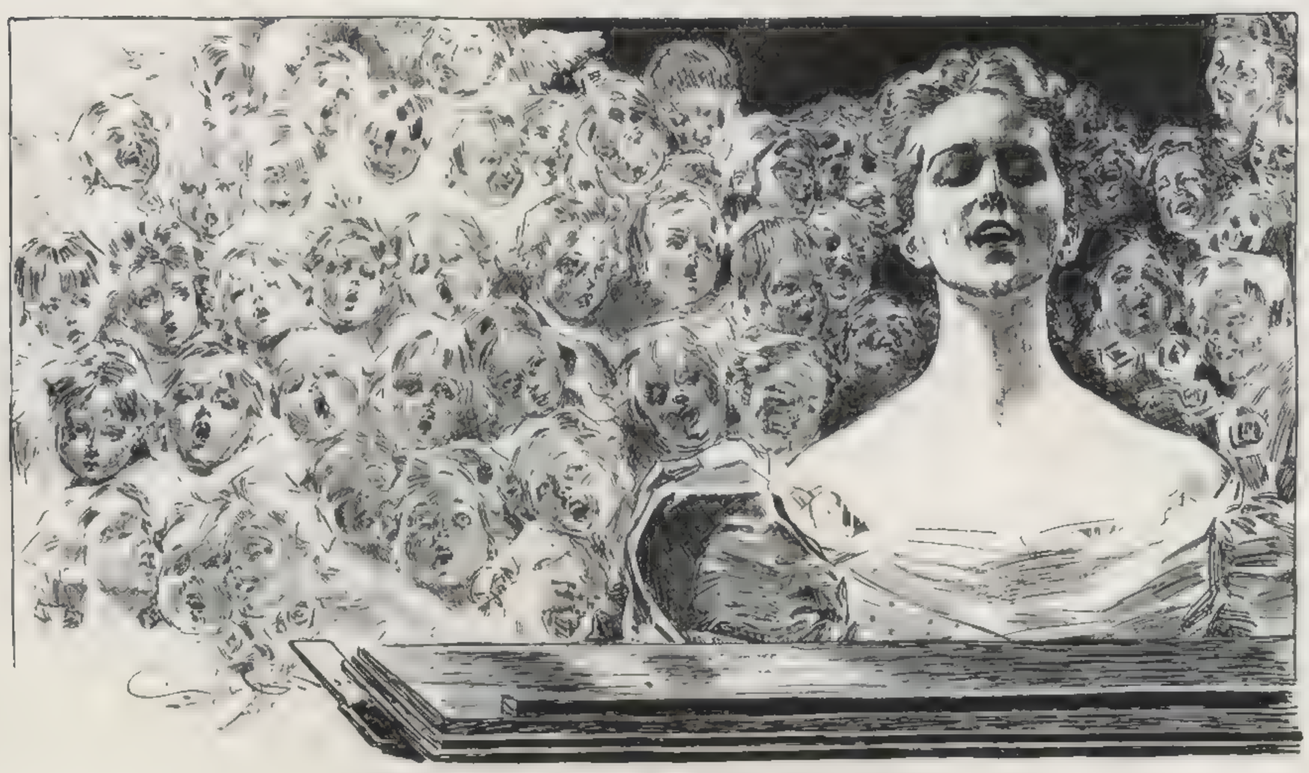
Readers should note, in this connection, the little group of *amorini* seen in "The Love Song," in these pages. See how lovingly they all hover about a Gibson Girl, at a piano. This was an actual and exact portrait of Mrs. Gibson when, as Irene Langhorne, she first became engaged to Charles Dana Gibson. At their wedding, in 1895, her sister, Nancy, now Lady Astor, acted as her

LUIS LEMUS

Charles Dana Gibson, in the studio of his summer place near Dark Harbor, off the coast of Maine

(Continued from page 73)

Mrs. Charles Dana Gibson, witty and beautiful, was the model for the "Gibson Girl"



"The Love Song"—one of the first drawings of the true "Gibson Girl"—Mrs. Gibson in 1896

attendant, while Richard Harding Davis, already a collaborator of Gibson's, graced the occasion as an usher. The lady singing at the piano was for many years the principal and only really authentic model for the procession of Gibson Girls who poured themselves, in an unending flow, from Gibson's magical fountain pen.

Gibson's position as an illustrator soon paralleled (both in its popularity and general social purport) that of George Du Maurier, the master of *Punch,* creator of the errant Trilby and the towering Duchess of Towers, and progenitor of so extraordinary a family.

In order to reflect his social characters with meticulous exactitude, Gibson resorted to the device of using his own friends as models. As an example, Richard Harding Davis posed for him repeatedly, and seemingly with pleasure; as did also Albert La Montaigne, Tompkins McIlvaine, and James De Kay, all of them familiar figures in the society of the day. Davis (whom Gibson was forever drawing) was unquestionably the original of the Gibson Man. He was an attractive man: always well, if theatrically, dressed; smiling, and well-mannered; in short, a sort of Jack Barrymore, a telling personality built around a profile. Davis knew well the value of Gibson's collaboration, and admitted that, if one of his books were to sell a thousand copies, *without* illustrations, it would certainly sell two thousand "with a few of Gibson's long-legged men in it."

There is no more difficult task for an American illustrator than to draw a lady. I do not mean the attractive girls who, to-day, swarm like bees out of Mr. Powers' hive of models, but the Simon-pure, dyed-in-the-wool aristocrat. And Gibson's ladies were invariably convincing; perhaps, for the reason that so many well-bred girls—Helen Benedict (Mrs. Thomas Hastings), Netta Pinchot, Betty Campbell, Rita Hone, and his own sister, Josephine—were always, out of friendship, ready to pose for him.

"A Gentleman's Dilemma"—In the famous series, "The Weaker Sex;" the dilemma'd face is perhaps a blurred portrait of Richard Harding Davis

And if he added an inch or two to their stature, as he so often did, it was only because Du Maurier's women—deities whom Gibson extravagantly admired—were so inevitably and unbelievably tall.

As a moralist, Gibson's influence was profound. In a subtle way, his character and decency and dependable personal quality seemed inevitably to impregnate the creatures of his pen. But it may not be unfriendly to confess, after the passing of thirty years, that he was at one time involved in the meshes of what looked very like a scandal. However ludicrous the incident may now seem to us, it gave rise, in those primitive and prudish days, to unending whispers and many a lifted eyebrow.

Returning, in 1910, from a trip to Europe, Gibson signed a contract to illustrate a new novel by Robert W. Chambers, who had long been a friend and fellow-artist of his—Chambers having started life as a painter, with no thought of writing in his mind. The tale was to be called *The Common Law*, and was to run serially in the *Cosmopolitan*, a magazine presided over by W. R. Hearst. For each instalment of the story Gibson was to receive $900. The first issue with his drawings was dated November, 1910.

While there seems now to be nothing scandalous in all that, the horror began to appear when readers discovered, first, that Gibson was working for Mr. Hearst, then a good deal less popular as a publisher than now; and, second, that Valerie West, the heroine of the story, was, even though described as "a lady at heart," so infatuated with "Kelly" Neville, the artist-hero, that she actually posed for him in what was then referred to as the "altogether"—the word "nude" being too horrifying a term for public utterance.

Despite the fact that Neville's consideration for the sorely-pressed Valerie forbade his pressing upon her anything but the most ceremonial amenities, the narrative was in most (Continued on page 124)

"The Riviera"—In the famed series, "The Education of Mr. Pipp"; studies of an American family at large in Europe

"On Dry Land"—"Mr. Pipp" makes friends, unconscious of the sensation caused by his daughters' trim waists

"Wireless Telegraphy"—A typical Gibson drawing, romantic and humorous, with a play on the latest "modern" invention

HORST

Joan Bennett in Lamé

Photographed in a dramatic dress a mediæval heroine might have worn—Joan Bennett, whose new picture, "The Son of Monte Cristo," has just been released. The dress—mauve lamé and black rayon velvet. Henri Bendel. Jewels from Flato

Tiers of spiral drapery, a new colour alliance, for this Important-Evening dress. It's a slender shaft of pale beige rayon crêpe, girded with gold kid. Stein and Blaine. Massive jewellery of diamonds and yellow sapphires; Edmond Frisch

Beige with Gold

For the opening of the Horse Show, on November 6—sequins on blue rayon jersey. Nettie Rosenstein design. Baummarten cape. Bonwit Teller; I. Magnin

Costume for a box-holder—black rayon jersey dinner-dress with low V, swathed hips. Befeathered black velvet toque. Long cape of Russian lynx. All; Milgrim

Top Honours

at the Horse Show

Down-stairs at Madison Square Garden, where the Horse Show entries are being groomed—a soul-of-simplicity evening coat. Bottle-green tweed with lapels and buttons of green rayon velvet. This is a Jay-Thorpe Original

The Mortimer-Cushing

KARGER

The bride and groom, Mr. and Mrs. Stanley Grafton Mortimer, junior, leaving the church immediately after the ceremony

Wedding

The marriage of Miss Barbara Cushing to Mr. Stanley Grafton Mortimer, junior

The bride and groom take off in a plane for a California wedding trip

WITHIN a week of each other, two beautiful daughters of Mrs. Harvey Cushing and the late Dr. Cushing were married at Easthampton, Long Island. Miss Barbara Cushing to Mr. Stanley Mortimer, jr., Miss Mary Cushing to Mr. Vincent Astor.

These are photographs taken at Barbara Cushing's wedding. One week later, Mary Cushing was married in the same prune-and-fuchsia dress that she wore to her sister's wedding.

In the little stone church on the village green, Barbara Cushing said her vows. In white jersey and tulle, she walked down the aisle on the arm of her brother, Mr. Henry Cushing; preceded by two little flower girls, Sara and Kate Roosevelt, daughters of the third Cushing sister, Mrs. Cushing Roosevelt.

Afterwards, a wedding breakfast was served at their summer place, "Heather Dune"...guests sitting at table on the blue-tented veranda overlooking the sea, while a plane swooped down to carry off the bride and groom on their wedding trip.

The little church on the village green at Easthampton

RAWLINGS

Mrs. Harvey Cushing walking with her daughter, Mary, now Mrs. Vincent Astor. Behind them, her other daughter, Mrs. Cushing Roosevelt, and her daughter-in-law, Mrs. Henry Cushing

(Continued from page 81)

Mortimer-Cushing Wedding

Sisters of the bride: Miss Mary Cushing, who was married a week later to Mr. Vincent Astor; Mrs. Cushing Roosevelt, former wife of Mr. James Roosevelt

Mr. Vincent Astor, who has since married Miss Mary Cushing, with Mrs. Philip Barry

Sara and Kate Roosevelt, the bride's nieces, who are granddaughters of President Roosevelt; with Richard and John Jay Mortimer, the brothers of the groom

KARGER

Left to right: Mrs. E. Warburg, Henry Cushing, bride, groom, Mrs. C. A. Grosjean, Richard Ryan, Mrs. C. C. Pell, jr., Mrs. Richard Ryan, Mr. Grosjean, Mrs. Cushing Roosevelt

Before the ceremony: the bridegroom (at right) and his brother, Mr. Henry Mortimer

Mr. Robert E. Sherwood, the playwright, an Easthampton neighbour

Mrs. Alexander Hamilton and Mr. John de Bragança, one of the ushers, at the bride's table at the reception

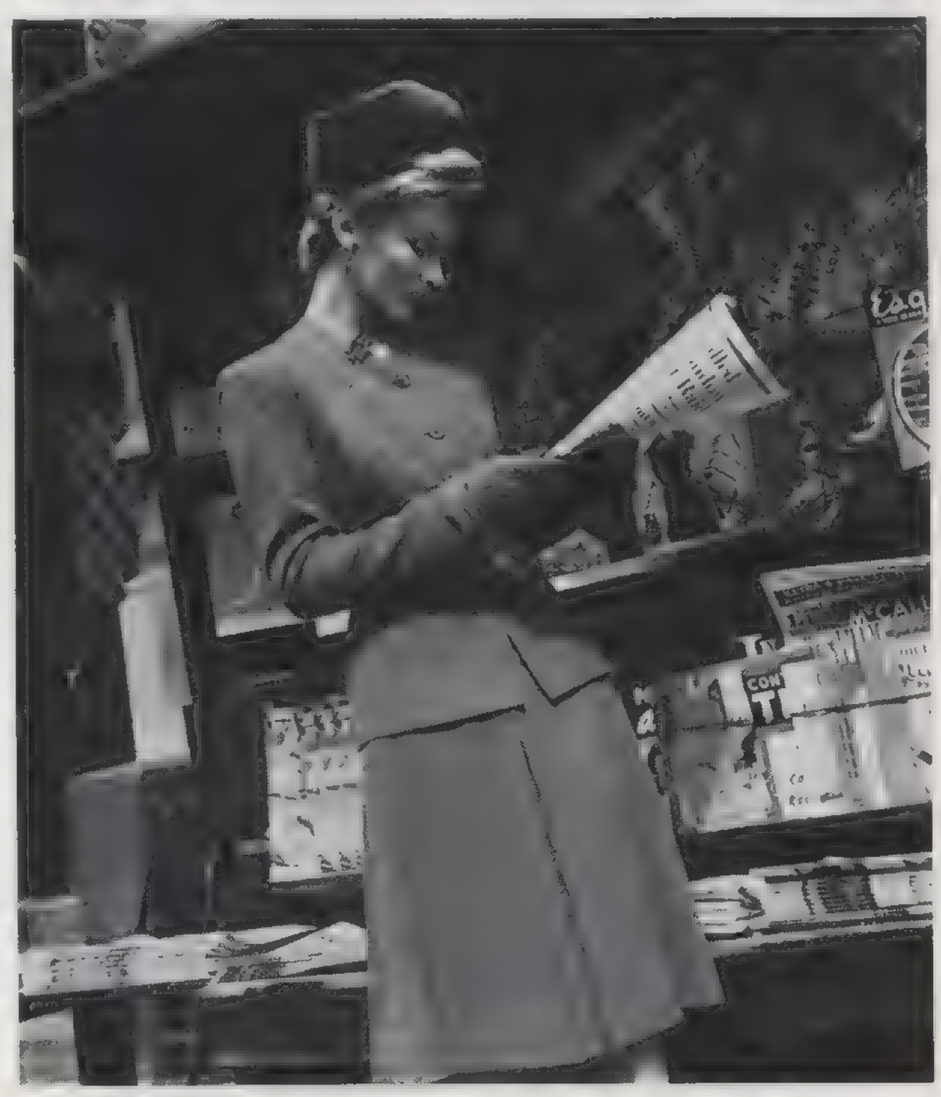
Furless coats, Wool dresses

New coat-and-dress combinations to please the eye and warm the heart

TONI FRISSELL

A dress of Hockanum's brown Barathea—revival of an old-fashioned wool—to team with the reefer opposite. A Vera Maxwell design. Blue-and-tan beret. Lord and Taylor

A wool dress meant to join forces with the brown coat opposite. Of Heller's navy-blue wool jersey—brown and blue being, currently, likethis. Altman; Marshall Field



A suit-dress of Hockanum's beige rabbit's-hair, to collaborate warmly with either of the furless coats opposite. (Add your furs.) Vera Maxwell design at Lord and Taylor

Opposite:

Snapped at the Leonardo da Vinci Exhibit, at the New York Museum of Science and Industry—these furless coats, to go with the wools above. First: Afternoon coat of brown wool. Beige felt bonnet. Best; Ransohoffs.

Second: A casual reefer of Rodier's blue chinchilla cloth. Warm as a hearth, with wool dresses. Impressive as a stock certificate; with fur touches. Felt hat. Best; I. Magnin

KARGER

Sleek and Grey

Supple grey broadtail treated like cloth; i. e., enormous pouch-pockets ...extra quota of buttons...straight, reefer-like lines. Good friend to almost any town colour; the hat here gives you an exciting colour-cue: red felt with green feathers. Coat and hat are from Saks-Fifth Avenue

TONI FRISSELL

Sleek black Alaska Sealskin treated like cloth; i. e., double-breasted bodice...double-pleated skirt...lines that fit, then flare—cutting a good figure for any day in town. Sally Victor's white hatter's-plush hat—to show one of the newest ways to accent a black coat. Coat from Revillon

Sleek and Black

The Way of

Peplum Skirt

This is the new look for afternoon: a straight-and-narrow line, broken by some kind of witchery in the skirt. Here, it's a diagonal peplum—a reed-slim dress of black Crown-Tested rayon crêpe. $49.95. Bonwit Teller

Flounced Skirt

The skirt of this black Crown-Tested rayon crêpe dress falls straight as a plumb-line to your knees—then breaks out into a shirred flounce, caught with a bow. Another bow ties the square neck-line. $45. Bergdorf Goodman

Uneven Skirt

Side-saddle drapery for afternoon—uneven drapery breaking the straight-as-a-string line of this black Du Pont rayon crêpe dress. The uneven hem-line look is new, too. $50. A Charles Cooper design; at Lord and Taylor

a Skirt

Tiered Skirt

Below the slick, moulded torso of this black rayon crêpe dress—a three-tiered skirt. The skirt is flounced only in front, like a ruffled apron; the back is straight. $35. A Charles Armour design; Milgrim; Bullock's-Wilshire

Sarong Skirt

Wrap-around drapery, faintly sarong-like, for the skirt of a severe, high-necked dress of black Du Pont rayon crêpe—another fine example of the perfectly simple afternoon dress with an eye-catching skirt. $45. Best has this

Harem Skirt

Perfect for afternoon, and for informal dinner—this black Celanese rayon crêpe dress with a full skirt caught in at the knees, like a harem favourite's; a tiny waist, a jewelled belt. $69.95. A Pattullo Original; Saks-Fifth Avenue

Advance-guard Hats

Below, first: A hat like an Alpine chasseur's—stitched black felt shading your eyes, sweeping up on one side to release a cascade of black coq feathers. (Nice for you, if you belong to the bit-of-a-brim school.) With it, a precise black wool suit with a velvet collar

Second: An embroidered gold eagle spreads its wings on this off-face hat of black felt—joining the parade of patriotic insignia. (Nice for you, if you're a member of the bare-your-brow school.) Black dress. Hats, dresses; Milgrim. Black, Starr and Gorham jewels

LUIS LEMUS

Straight-set Hats

Above, first: One of the new hats made to be worn flat as a plate on your head, as in a balancing act. You tip it neither right nor left; forward nor backward. But you do let your curls come out from under, in front. Green velour-felt; red bird. Black wool suit

Second: Another level-headed hat set squarely on your crown. Beige velour-felt, with sprouts of coq feathers. (Men will like it because they can see, simultaneously, your eyes and your coiffure.) Beige wool-and-velvet suit. Hats, suits, and jewels; Bergdorf Goodman

Under

Miriam Franklin of "Panama Hattie"

One of the pretty young dancers of the musical show, "Panama Hattie," is Miriam Franklin, who is wearing a buttoned-bodice dress of beige Juilliard wool and a black velvet halo-hat. Her costume and the others on these pages were copied in miniature especially for Vogue. These are shown on Margit Nilsen's new flexible dolls; from F. A. O. Schwarz

Eunice Healey of "Hold on to Your Hats"

A talented youngster who dances in the new Al Jolson show, Eunice Healey poses in an Under-Twenty wool dress. (That's its diminutive counterpart, on the doll at the left in the small photograph.) The dress—beige wool, with knitted black wool sleeves giving it almost the look of a pinafore. The hat—one of those beloved black felt Bretons you wear far back

twenty —

Wool afternoon dresses under $20
for you who are under 20 years

LUIS LEMUS

COSTUMES ON BOTH PAGES: DE PINNA; MARSHALL FIELD; NEIMAN-MARCUS

Edwina Blades of "It Happens on Ice"

One of the swooping skaters in the Center Theatre's new ice-show extravaganza—Edwina Blades. Here she wears a soft suit of beige wool—one that could perfectly well appear at a late afternoon party. Notice the jewelled buttons; the little peplum gathered like a ruff. The hat—beige felt with a rolled brim. The same suit on the doll at the top of the opposite page

Nadine Gae of "Panama Hattie"

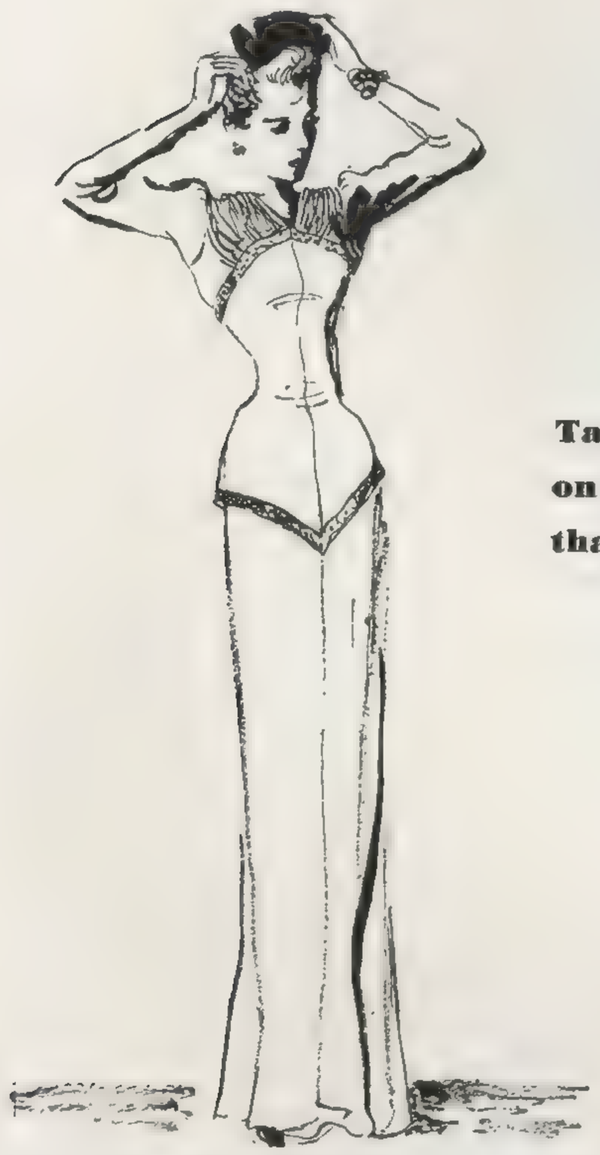
The pliant, acrobatic dancer of the new Cole Porter show, "Panama Hattie," is Nadine Gae. She and the doll are dressed alike in beige-and-black wool costumes—a colour union that's lost none of its news value. Black wool, embroidered with an eagle emblem, for the top; beige Juilliard wool for the skirt. In between goes a sash of red suède. Black felt hat

Dinner-dresses— all covered up

Designs for dressmaking

Tapering, draped collar, gentle to young and old, on a full-skirted hostess gown that could be deep blue taffeta. No. S-4261

Long tunic-blouse over loose-pleated skirt; wear each with other uppers and lowers. Try grey jersey. Couturier Design No. 360



Paillettes mark yoke and peplum of this pencil-straight dinner-dress. Nice of black crêpe. No. S-4263

Always-amiable shirt-waist dress. This pleated one is especially amiable if of beige crêpe, pearl-buttoned. No. 8878

Gold crêpe sheath-dress plus white tweed jacket. Wear dress sans jacket; shift jacket to other dinner-dresses. Couturier Design 355

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Helena Rubinstein's

lullaby creams

Bring you loveliness while you sleep . . .

To Helena Rubinstein dry skin is the most serious American beauty problem. More than seven out of ten women have it. A dry skin ages quickly, lines easily, looks taut. Even if you are twenty and have only a tendency to dryness you will need a gentle lubricant. You may be fifty or sixty and want a cream that is rich. Helena Rubinstein urges you to use these special lubricating creams at night. Smooth them in, in rhythmic, upward strokes. Lullaby for a sleeping beauty!

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It's Lady Schick—the only electric shaver expressly designed to meet the particular needs of immaculately groomed women!

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Lady Schick

FOOD FOR THOUGHT

Maintenance Diet. Suggested by Dorothy Gray for the girl who is the right weight, and wants to stay that way.

Stick largely to a liquid breakfast, for food has been found to be more fattening before noon. Eat only one starch and one protein a day, preferably after noon.

BREAKFAST

Hot water and the juice of half a lemon first. Large orange-juice, or whole fruit; occasionally a slice of bacon. Coffee as you like it.

LUNCHEON

Tomato- or fruit-juice, or clear soup. Salad, simple fish, or vegetables. Toast, bread, or rolls, preferably whole grain wheat for vitamins and minerals. Dessert: fruit-juice ice, custards, or pie, if no bread has been eaten. Ice-cream occasionally. Coffee as you drink it.

DINNER

Fish, oyster, or fruit cocktail, or clear soup. Choice of meat, fish, or eggs. Two vegetables, preferably one root, one green. Occasionally a potato with the skin! Dessert: raw or cooked fruit, preferably raw. Demitasse. Starch may be eaten at lunch *or* dinner.

Reducing Diet. Suggested by Helena Rubinstein for the girl who is overweight but sensible.

BREAKFAST

One bunch of Concord grapes. One slice of Melba toast. Calorie-free butter. Black coffee.

LUNCHEON

A large bowl of mixed greens, plus grated raw vegetables or fresh fruit. Five-ounce glass of fresh vegetable- or fruit-juice. After this, a clear, saltless, green vegetable bouillon.

DINNER

A mixed fresh fruit salad, with mineral dressing. Green vegetable bouillon. Broiled calves' liver. One strip of crisp, lean bacon. Swiss chard, baked tomato. One slice of Melba toast. Calorie-free butter. Black coffee.

It is important that fifty per cent. of your food should be raw fruits and vegetables. This will help your whole system and keep you toned up, no matter what your diet problem.

Build-Up Diet. Suggested by Richard Hudnut for the girl who is too thin, and wants to put on weight in the right places.

You must walk a half-hour, or hour before each meal. Rest lying down, or sitting for half an hour after each meal, and you must sleep eight or ten hours a night.

BREAKFAST

A dish of stewed fruit with cream. Hot cereal with sugar and cream. Two slices of 100% whole-wheat toast and two or three pats of butter and jam. Cocoa or cream milk. Two Adex tablets.

At Eleven O'Clock

Have a cup of hot malted milk.

LUNCHEON

Cream soup, a baked potato, with two or three pats of butter. Two portions of high-calorie vegetables (peas, lima-beans, et cetera). Pudding or ice-cream for dessert. A glass of milk. Two Adex tablets.

At Four O'Clock

Try a glass of chocolate malted milk.

DINNER

A glass of sherry or port. Fruit cup, or cream soup. Meat, fish, or fowl. (Beefsteak is excellent.) Three green vegetables with butter. Salad. Stewed fruit for dessert. Glass of milk. Two Adex tablets.

A girl who is trying to gain weight should avoid very hot baths, and, above all, she must relax and be free from nervous strain and emotional upsets.

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à bientôt
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"PARIS" BY COTY

A WIG GOES ON LIKE A HAT

The first step

Before putting on any wig, such as those shown on pages 66, 67, be sure to draw the hair back tightly and anchor it as closely and smoothly as possible to the head, with no bulges or bumps to intrude

Second step

Then wrap the wig-band snugly around the head, covering it as completely and smoothly as possible, in order that your hair will not be bulky. Set this wig-band back about one inch from the natural hair-line

Third and last

Start from the forehead and put the wig on as you would a close-fitting hat. If the hair-lace (the fine net on which the hair is woven into place) is inclined to bulge, apply a little spirit gum to the edge

The half-wig

Part your hair across the centre of your head, taking a straight line from ear to ear. Comb all the front hair down over the face and attach the half-wig firmly at the part with hairpins and little combs

Imperceptible

Then comb the front hair back again over the complete edge of the wig (an easy way to achieve a pompadour or the new serene-brow look), and your own hair will then blend perfectly with that of the wig

VOGUE STUDIOS

A smart woman wears...

*Reg. U. S. Pat. Off.

She loves the lustrous beauty of this dyed lambskin, processed to look so amazingly like sheared beaver. She knows that Laskin Mouton is a sound investment for warmth and sturdiness. She is assured that wherever she goes it vouches for her unerring good taste. And always, the smart woman keeps an eye on her budget. So even if you own a mink coat, you'll want one for service—Laskin Mouton! We've pictured just one of the dramatic new styles featured in finest stores throughout the country. Also in Logwood brown, at less than $100.

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MORE ABOUT EXERCISES

HOW you exercise is just as important as *if* you exercise. If you stand drearily, limp-spined, sway-backed, looking like a materialization of a half-yawn, you might just as well go back to bed and get another forty winks. You must, to get any worthwhile effect from your "physical jerks," stand or lie or sit with your spine hung like a plumb-line from the base of your skull, your rib-cage well removed from your hip-bones, your shoulders back and down. Posture is an exercise in itself; and cultivated, in conjunction with exercise, it easily triples the effectiveness.

On pages 48 and 49, we give you a chart of thirty-four spot exercises (so clear, we trust, that you can carry them out on sight). Spot exercises are the crying need of the feminine population, for they can do what no diet can do; that is, remove an isolated, offending bulge. We are rather proud of this chart, which is a mélange of the very best exercises we have come across in several years of research, and we think it would be a *very* good idea if you pinned this chart on the back of your closet door where it will remind you...if the mirror doesn't...that an inch off those hips would do no harm. We hope sincerely that these exercises, two of them, or twenty of them, will become as much a part of your daily habits as tooth-brushing and face-scrubbing.

DON'T BE A ROBOT

There really is a science to exercising. It needs more than the unconscious application of a robot, automatically doing the same thing over and over again, in the same precise little rhythm. It needs less than the enthusiasm of a fire-fighter, working into a lather and doing a thousand things at once. If you can manage a happy medium—a conscious, but restrained, enthusiasm—you are all set to go. Pick your particular spot aggravators, and start in getting rid of them.

Variety, too, is necessary. Repeating the same exercise too many times, no matter how good it may be for you, is a bore. (And we know what *we* do when we're bored.) So on the chart you'll find several exercises for each bugaboo, from hips to upper arms. Do each exercise a certain number of times, say twenty, as an average, and then go on to the next one. This round robin can be sort of fascinating, and, when you come around to the same exercise a second time, it will give you a very good opportunity to measure your improvement.

Time allotted is, of course, of great importance. A certain number of minutes *each* day will do more good work than a sudden, prolonged spurt, every three or four days. Start with five minutes a day (a mere nothing), and then, if you can, gradually work up to thirty. You can do this in two shifts of fifteen minutes apiece, morning and night, if you wish, rather than in a concentrated lump. But, whenever you go to work, don't rush. The time isn't going to pass more quickly if you keep one eye on the clock.

With your exercises over (and we hope you've really worked *hard!*), try a hot bath. Soak a long time, stretched out and relaxed, wriggle your toes and your fingers, and feel just as virtuous as you like. And, too, if you have any one handy to give you a few minutes' massage, take advantage of it, by all means.

If you have a sun-lamp, use it every day. If you haven't, perhaps you could manage one on a partnership basis. There is nothing like bringing a little stored-up Vitamin D into the home. Cosmetically speaking, a warm, sun-flushed colouring is becoming to every one, particularly under the harder, greyer winter light. It is important, however, to follow directions for its use carefully, to leave it on just the prescribed amount of time. It can't do its good work all in one day, but works on the "slow but sure" theory.

Please, we ask again, *do* exercises every day. If it becomes an automatic habit for you to fall out of bed and into a series of "hip bumps" or "tummy flatteners," your figure problems will be decreased immeasurably. Even on those mornings when you've had a mere three hours' sleep to your credit, no matter how wretched you feel, a few setting-up bracers will really make you feel better. This we promise you is strictly the truth.

Five Famous Perfumes
No. 5, Gardenia, Russia Leather,
No. 22 and Glamour

PERFUMES FOR PERSONALITIES

Chanel "Three Moods" Set. For your several different "personalities," any three Chanel perfumes — in pedestal box (above), or smart "travelling case."

A stunning sleek new atomizer, with the vivid Chanel personality, makes your use of Chanel Eau de Cologne easy, irresistible and practical. Choice of No. 5, Gardenia, Russia Leather or No. 22.

Chanel "Companion Set" of fragrant Talcum Powder and Eau de Cologne — perfumed with No. 5, Russia Leather, or Gardenia. Comes in three sizes.

CHANEL INC.

No. 5, Glamour, No. 22, Three Moods
Reg. U. S. Pat. Off.

Russian Broadtail

. . . acknowledged the most flattering of all precious furs.

LIEBLICH BROS. & BLY, Inc.
150 West 30th Street . . . New York

THREE FOR THE YOUNG

Nice under your fur coat in the stadium, nice for the tea-dancing afterwards — this dress of pale blue rabbit's-hair jersey, with a shirred skirt, short sleeves. $19.95. Russeks, New York, Chicago

For luncheon in town, for a matinée to follow it—this brown Heller jersey dress with shirred bodice, draped skirt. Companion colours: beige, black. $17.95. At Russeks, New York, Chicago

To wear (with black, with navy-blue, with light furs) as you leave for a week-end: this beige wool crêpe dress. $19.95. At Neiman-Marcus, in Dallas; J. W. Robinson, Los Angeles; L. S. Ayres

America's Own Fragrance

DWELLS IN THIS HOMESTEAD BOX

The lively fragrance that radiantly typifies American charm is now graciously "at home" in a new

package—a brightly decorated utility box, with an early American homestead adorning the lid. In it you'll find those two Old Spice inseparables to your toilet ritual,

Old Spice Toilet Water and Old Spice Dusting Powder, each in its

own delightful container, each tangy with America's own

fragrance . . . $2.00.

A Shulton Original • *Trade Mark Reg. U. S. Pat. Off. • SHULTON, Inc., 5th Avenue, N. Y. C. • Hoboken, N. J.

"At last I've found the right creams for my skin!"

So different because they act on the excess acid accumulations

"Just the creams my skin needs!"

Every year more and more girls and women are saying this about Phillips' Milk of Magnesia Texture Cream and Cleansing Cream.

They've tried many creams in an effort to keep their skins fresh, young-looking and free from such blemishes as enlarged pore openings, excessive oiliness, blackheads or rough dry skin. But once they use these unique creams, they know they've found the effective beneficial action they're looking for.

PHILLIPS' MILK OF MAGNESIA TEXTURE CREAM. Put this remarkable cream to work on your skin! It has a doubly beneficial action: it neutralizes the excess acid accumulations, and the cholesterol it contains holds moisture in the skin which helps to make it softer, firmer, more supple.

A smooth working foundation. Phillips' Texture Cream seems to have a special ability to prepare the skin to take and retain make-up—relieving roughness and dryness, and removing excessive oiliness.

PHILLIPS' MILK OF MAGNESIA CLEANSING CREAM. Try the unique cleansing action of this cream. It not only loosens and absorbs surface dirt but neutralizes the excess acid accumulations as it cleans, leaving your skin beautifully soft and clean.

PHILLIPS' Milk of Magnesia CREAMS

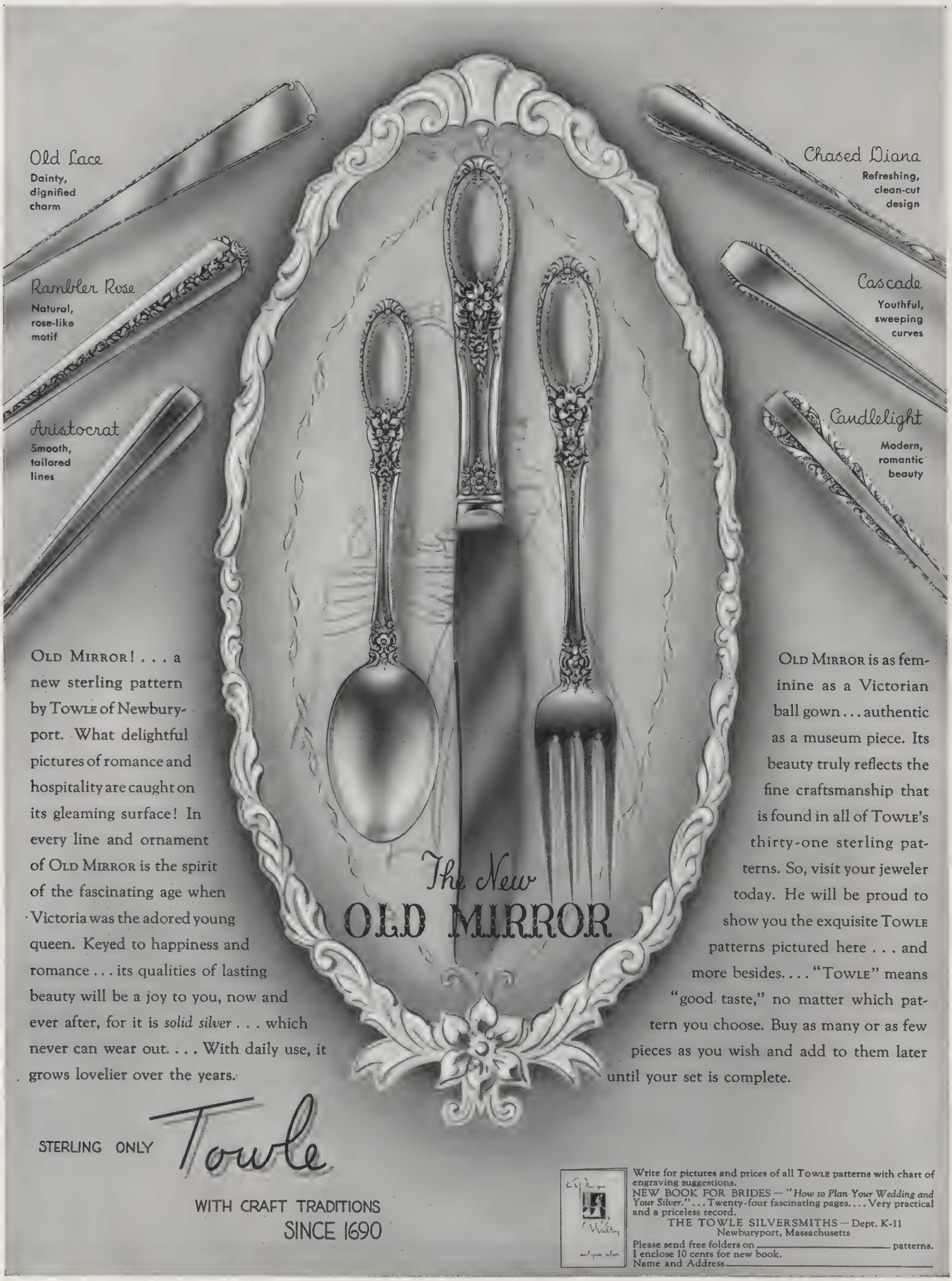
Texture Cream *30¢ and 60¢* . **Cleansing Cream** *30¢, 60¢ and $1.00*

THREE FOR THE CASUAL LIFE

Gold—perfection with brown furs for country or sporting week-ends. This shirt-waist dress is of spun rayon and wool; gilt-metal clip and studs. $19.95. Paul Sargent design; from Marshall Field

For shopping in town, or for afternoon in the country—a two-piece dress of brown rayon-and-wool gabardine. To note: big patch pockets, narrow leather belt. $12.95. By American Golfer; Best

A brown shirt-waist dress—Crown-Tested rayon covert-cloth, with woven leather belt. Wear it with monotone brown tweeds, perhaps. Cost: $6.50. Ann Foster design; Carson Pirie Scott; Chicago



OLD MIRROR! . . . a new sterling pattern by TOWLE of Newburyport. What delightful pictures of romance and hospitality are caught on its gleaming surface! In every line and ornament of OLD MIRROR is the spirit of the fascinating age when Victoria was the adored young queen. Keyed to happiness and romance . . . its qualities of lasting beauty will be a joy to you, now and ever after, for it is *solid silver* . . . which never can wear out. . . . With daily use, it grows lovelier over the years.

OLD MIRROR is as feminine as a Victorian ball gown . . . authentic as a museum piece. Its beauty truly reflects the fine craftsmanship that is found in all of TOWLE's thirty-one sterling patterns. So, visit your jeweler today. He will be proud to show you the exquisite TOWLE patterns pictured here . . . and more besides. . . . "TOWLE" means "good taste," no matter which pattern you choose. Buy as many or as few pieces as you wish and add to them later until your set is complete.

STERLING ONLY **Towle**

WITH CRAFT TRADITIONS
SINCE 1690

Write for pictures and prices of all TOWLE patterns with chart of engraving suggestions.
NEW BOOK FOR BRIDES — "*How to Plan Your Wedding and Your Silver.*" . . . Twenty-four fascinating pages. . . . Very practical and a priceless record.

THE TOWLE SILVERSMITHS — Dept. K-11
Newburyport, Massachusetts

Please send free folders on _____ patterns.
I enclose 10 cents for new book.
Name and Address _____

LEGS ARE YOUNG IN QUAKER *Stockings*

REG. U. S. PAT. OFF.

Wickedly flattering . . . distractingly lovely . . . Quaker stockings cast a glamorous spell over your legs — and a *lasting* spell, too. For beauty is only half the story — an extremely high twist endows these slender, resilient threads with a strength and snag resistance that is almost miraculous. See these finer stockings, in silk or nylon, at your favorite store.

QUAKER LACE COMPANY • HOSIERY DIVISION • 330 FIFTH AVENUE • NEW YORK

BLUE . . . FOR THE NOT-SO-YOUNG

Pale blue shirt-waist dress of Crown-Tested Rayon covert-cloth. Flattery for the not-so-young: lengthening up-and-down lines; full, long sleeves; flat-pleated skirt. Only $6.50. At Altman

Light blue afternoon dress of rayon crêpe. See its high, square neck; its cleverly cartridge-pleated bodice; its narrow leather belt all studded with nail-heads. A mere $17.95. At Franklin Simon

Light blue tailored dress of Forstmann wool. Some disguising features: high neck; side-buttoned bodice; slim skirt with a pleated flounce to act as counter-balance. $29.95. At Franklin Simon

SCINTILLATING

Jewel Harmony Make-ups

HERE *is Elizabeth Arden's most brilliant contribution to a brilliant year of fashion!*

JEWEL HARMONY MAKE-UPS

scintillating Color Harmonies inspired by

RUBIES • EMERALDS • AQUAMARINES
AMETHYSTS • TOPAZ • SAPPHIRES

Elizabeth Arden Lipstick, Nail Polish and Rouge colors with the same sparkle, the same fire, the same wonderful highlights as the precious jewels they match!

Elizabeth Arden's incomparable Face Powders
to give your skin a pearl-like lustre.
Elizabeth Arden Eye Sha-Dos in jewel colors to dramatize
the make-up of your lips and fingertips.
Point up all your jewels — genuine or simulated —
with Elizabeth Arden's Jewel Harmony Make-Ups
for a breath taking effect.

Enamel Lipsticks, $1.50 . . . Nail Polish, 75c . . . Rouge, $1.25, $1.75 . . . Illusion Powder, $1.75 & $3.00

Cameo Powder, $2.00 & $3.00 . . . Eye Sha-Do, $1.25 . . . Cosmetique, $1.50

Elizabeth Arden

691 FIFTH AVENUE • NEW YORK • PLAZA 3-5846

Copyright 1940, Elizabeth Arden

A NEW IDEA!

It's Tailored to Your Taste!

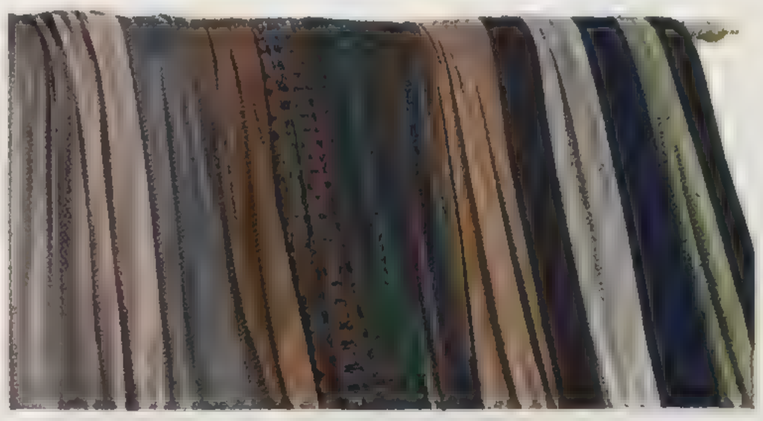
THE BEAUTIFUL CHRYSLER FOR 1941

HERE'S good news for individualists! You can order your beautiful 1941 Chrysler tailored exactly to your taste ... styled expressly for you in every detail of exterior and interior coloring, upholstery fabric and plastics. There are actually dozens of individual selections within the range of regular Chrysler prices!

Pick your own color scheme and carry it out! Consider two-tones and the other fascinating exterior colorings. Select your upholstery from the wide range of broadcloths, pile fabrics, two-tones, plaids and beautiful leathers. Decide whether you like a matching or contrasting plastic! You'll have a glorious time suiting yourself . . . and you'll have a car that stands out from the crowd!

NEW AIRFLOW BODIES!

You'll love the new Airflow bodies. You'll marvel how so much room can be achieved in a car so racy and sleek . . . so free from that fat, overstuffed look! You'll note that the button-tufted upholstery is real—not just ornamental. You'll revel in the luxurious softness of the Airfoam cushions . . . 5 feet in width!



Dozens of individualized choices in color, upholstery and plastic!

FLUID DRIVE WITH NEW VACAMATIC TRANSMISSION

Driving the beautiful 1941 Chrysler is just pure adventure. First, there's the lightning responsiveness and smoothness of the new Spitfire engine. Then there's *Fluid Drive* with the new Vacamatic Transmission to give you automatic safety control.

What that means is simplicity itself. About all you have to do is steer and apply brakes and throttle. *Fluid Drive* and the Vacamatic Transmission do all the work. Why shift gears . . . when *Fluid Driving* is so much smoother, simpler, easier and more thrilling?

It's a sensation that can't be described . . . it must be felt! Your Chrysler dealer will be delighted to give you a demonstration . . . and to show you how you can select a Chrysler that's tailored to your taste. Just call him on the phone . . . today!

★Tune in on Major Bowes, Columbia Network, Every Thursday, 9 to 10 P. M., Eastern Standard Time.

Be Modern WITH FLUID DRIVE **BUY CHRYSLER**

YOUR MAKE-UP PALETTE

THERE are some pretty basic rules about make-up that you'll do well to remember. On pages 60-61, we try to "break you down" (no bodily harm intended) into general colour groups. Variations we leave to you. But a few of the fundamentals to remember are listed below.

Night-light eats up yellow, so be sure that some blue is introduced into your evening lipstick and rouge (for proof of this, try an orange lipstick under electric light). Foundations should be as near your skin colouring as possible—don't try to "bleach" your skin with a light foundation. A "phony" tan is possible if you go the whole hog, arms, back, et cetera. Set your evening make-up with cotton wrung out in water. Wrap an orange-stick in cotton soaked in scalp freshener, and be sure that your hair-line is immaculate and free from powder.

Here are some suggestions for lipsticks and eye shadows for those of you who have identified yourselves with the artists' types on page 60 and 61.

For the Derain type

DAYTIME LIPSTICK
"Wine-Glo"; Barbara Gould*
"No. 2"; Grace Donohue
"Poker Chip Red"; Lucien Lelong
"Hibiscus"; Charles of the Ritz

EVENING LIPSTICK
"Ripe Cherries"; Dorothy Gray*
"Mapleleaf Red"; Harriet Hubbard Ayer*
"Raspberry"; Helena Rubinstein
"Grenadine"; Jacqueline Cochran

EYE SHADOW
"Light Blue"; Germaine Monteil
"Blue Green"; Helena Rubinstein

For the Goya type

DAYTIME LIPSTICK
"Patriot Red"; Louis Philippe
"Flippant"; Lucien Lelong
"Brilliant"; Bourjois
"Bravo"; Revlon*

EVENING LIPSTICK
"Dark Secret"; Pond's
"Burgundy"; Produit Nina
"South American Red"; Dorothy Gray*
"Gaucho"; Lenthéric

EYE SHADOW
"Violet"; Dorothy Gray
"Bleu Lavendre"; Elizabeth Arden

For the Laurencin type

DAYTIME LIPSTICK
"Cyclamen Daytime"; Elizabeth Arden*
"Pink Heather"; Yardley
"Shocking"; Schiaparelli
"Petunia"; Charles of the Ritz

EVENING LIPSTICK
"Cyclamen Evening"; Elizabeth Arden*
"Boréale"; Lucien Lelong
"Fushine"; DuBarry
"Heartbeat"; Pond's

EYE SHADOW
"Orchid"; Harriet Hubbard Ayer
"Violet"; Germaine Monteil

For the Renoir type

DAYTIME LIPSTICK
"Magnet Red"; Coty
"Schoolhouse Red"; Elizabeth Arden*
"Flame"; Lucien Lelong
"Aquarelle"; Helena Rubinstein*

EVENING LIPSTICK
"Peppermint Pink"; DuBarry
"Candy Cane"; Elizabeth Arden*
"Red Dice"; Revlon*
"Red Camellia"; Frances Denney

EYE SHADOW
"Blue"; Hortense Van Raalte
"Star Sapphire"; Germaine Monteil

For the Lawrence type

DAYTIME LIPSTICK
"Stop Red"; Elizabeth Arden*
"Red Red"; Tangee
"Excitant"; Antoine*
"Red Rogue"; Primrose House

EVENING LIPSTICK
"Fuchsia"; DuBarry
"Smoulder Red"; Germaine Monteil
"Twilight"; Corday
"Red Orchid"; Helena Rubinstein*

EYE SHADOW
"Blue"; DuBarry
"Blue Green"; Germaine Monteil

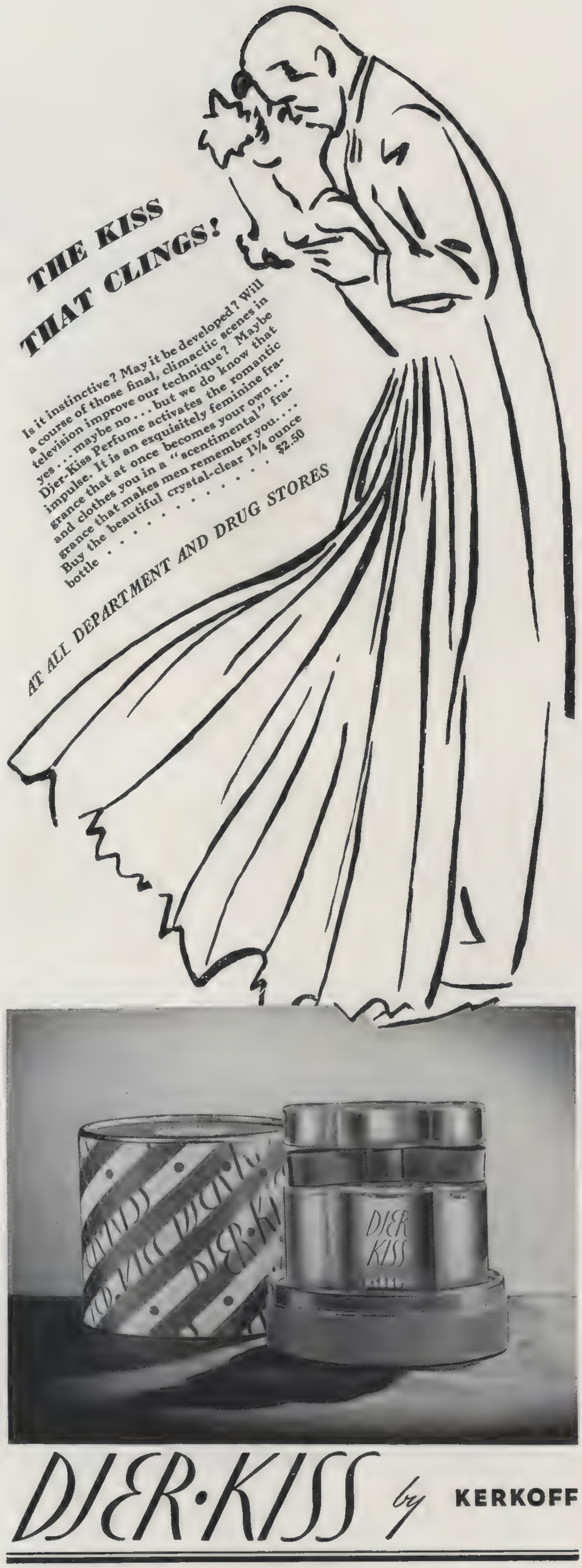
For the Lautrec type

DAYTIME LIPSTICK
"Carnelian"; Lucien Lelong
"Flame"; Woodbury
"Vivid"; Lenthéric
"Sporting Pink"; Helena Rubinstein*

EVENING LIPSTICK
"Granada"; Henri Bendel
"Glamour Red"; Chanel
"No. 4"; Woodbury
"Siren"; Dorothy Gray*

EYE SHADOW
"Brown"; Dorothy Gray
"Brown"; DuBarry

** Starred lipsticks have nail enamels to match*



SHUR-TITE

Favorite of the Month

Lucky you—here's that incredibly big, unbelievably beautiful bag you've always wished someone would create. A daring, dashing accent for your Fall costumes. Black and leading colors in calf, new processed suede or alligator at your favorite counter . . $5*

JUNIOR "FAVORITE"

Lucky Juniors, too. Generously proportioned, the same Shur-Tite smartness for young fashionables. $3*

*slightly higher in some localities

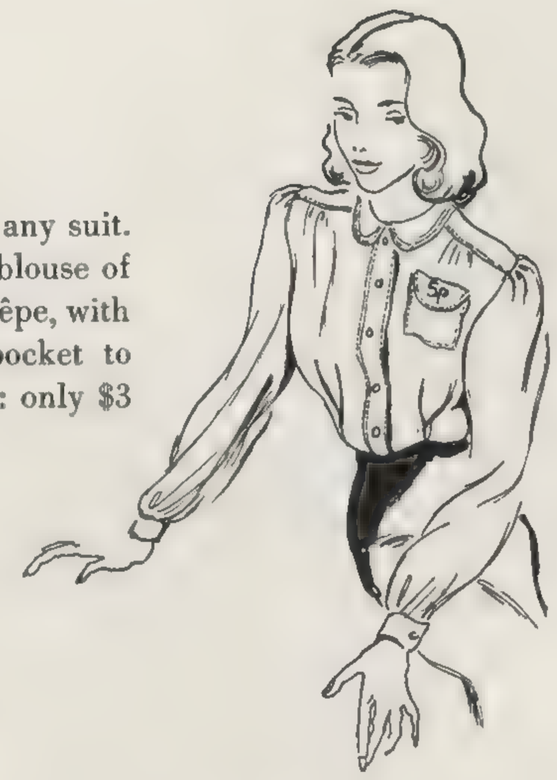
Goldsmith brothers

NEW YORK ★ CHICAGO ★ LOS ANGELES ★ LONDON

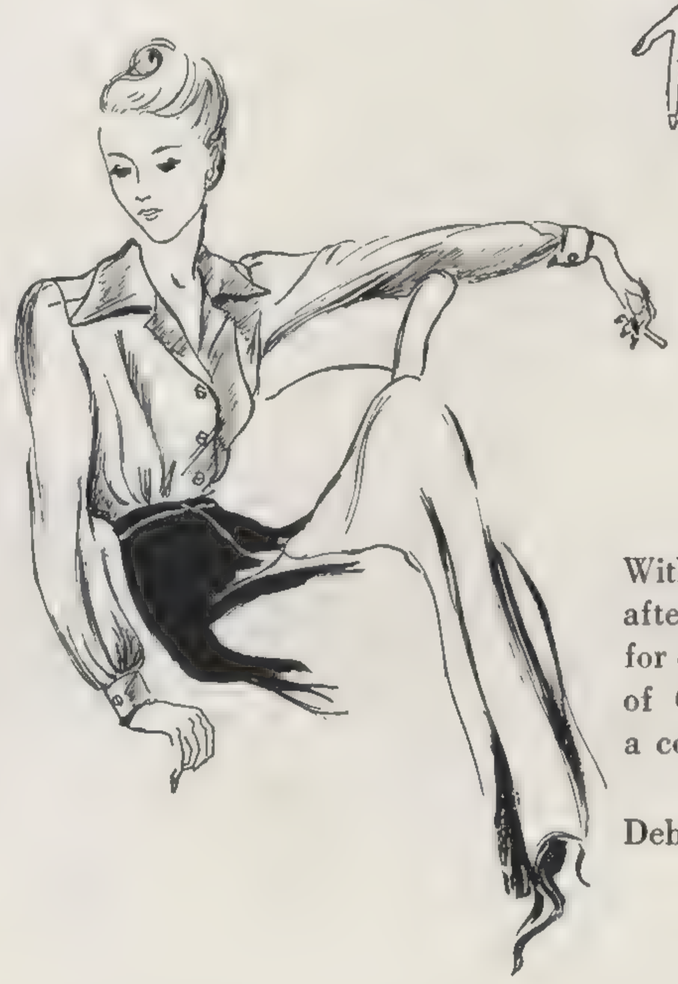
BLOUSES—DAY AND NIGHT

Light blue—so becoming to practically every one—for a Gibson-Girl blouse with a neat-stitched collar. Celanese rayon crêpe. $3.95

Cut for casual clothes—this easy-going blouse of pale blue and white cotton chambray, its full, bishop sleeves white. A mere $3



White for almost any suit. This full-sleeved blouse of Celanese rayon crêpe, with stitched collar, pocket to be initialed. Cost: only $3



With short skirts for late afternoon, with long skirts for dinner—a white blouse of Celanese rayon satin; a convertible collar. $3.95

Debcraft blouses; Altman

Kissable Hands

...KEPT SMOOTH AND SOFT AND LOVELY WITH DOROTHY PERKINS WEATHER LOTION

DRIES VERY QUICKLY
NEVER STICKY OR GREASY
LEAVES SKIN SATIN-SMOOTH
DELICATELY LILAC-SCENTED

Every woman wants kissable hands . . . hands that look young and delicate . . . hands that are soft, smooth, thrilling to hold. And regardless of wintry weather, regardless of dishwashing and housework, busy hands can still be beautiful.

For beauty's sake, start now to protect your hands with Dorothy Perkins Weather Lotion. At better drug and department stores.
Dorothy Perkins Co., New York • St. Louis • San Francisco.

Dorothy Perkins
WEATHER LOTION

Life begins with **VITAMINS** *Plus*

IRINA BARONOVA
of the Ballet Russe

A performance by Baronova . . . her faultless technique . . . her fluid grace . . . and *above all,* the electric vitality which *fires* her performance. Baronova knows the great importance of keeping precious vitality and sparkling health unimpaired. So she takes VITAMINS *Plus* *every* day—to be *sure!*

Tiny, magical vitamins . . . how essential they are to vitality, sound nerves, good appetite, clear skin, attractive hair—that happy state of *buoyant* health! Yet see how *simple* it is to be sure of an adequate supply of vitamins every day, by choosing VITAMINS *Plus,* the famous vitamin concentrate of uniform and dependable high quality.

Why take a chance on vitamin deficiencies which may lead to listless, under-par days that rob your life of zest and sparkle. Why not begin—today—to take VITAMINS *Plus!* The two tiny capsules, which constitute the VITAMINS *Plus* routine, contain high potencies of essential vitamins A, B, C, D and G—especially high in all-important vitamin B_1...with liver concentrate and iron for added effectiveness.

Don't chance a lack of one or more vitamins. It's so easy to be *sure*—with VITAMINS *Plus!*
At drug or dept. stores—72 capsules (36 days' supply)—**$2.75**

VITAMIN "A" HELPS BUILD RESISTANCE AGAINST COLDS

Take the *offensive* against dangerous colds. If you lack vitamin A you are more susceptible to colds. VITAMINS *Plus,* the high quality vitamin product, contains (in addition to other essential vitamins) 20,000 Int. Units of vitamin A...double the vitamin A content of the average vitamin product.

VITAMINS PLUS, INC., 370 LEXINGTON AVE., N. Y. C.

☐ Herewith is $1.50 for the Special Size Vitamins *Plus* (18 days' supply)

☐ Please send booklet "Life Begins With Vitamins *Plus*"

☐ Send my Vitamins *Plus* C. O. D.

NAME _____

STREET _____

CITY _____ STATE _____

V-11-1-40

THREE FAMOUS FACIALS

WE list below three famous facials. They are, we think, the type you're most likely to need: (1) the pick-up facial, which is chiefly to make you look pretty; (2) the corrective facial, which goes hammer and tongs after some specific problem, like a double chin, lines, blackheads, et cetera; and (3) a new treatment, which has been worked out especially to take care of your face during a reducing régime.

The famous RICHARD HUDNUT pick-up facial utilizes your own blood to stimulate and freshen your skin. It involves no deep massage (just that delicious, soothing, feline movement of fingers over your face). It takes only half an hour, for at least twenty minutes of which you are reclining in the famous Hudnut Beauty Angle chairs with your head forty degrees lower than your feet. This, of course, reverses the usual pull of gravity, so that while your face is swathed in a nice, cool tonic, fresh blood is coursing up into your face. Ten minutes are devoted to giving you a good professional make-up, which you'll do well to watch and profit by.

HELENA RUBINSTEIN is famous for her pioneering work in corrective facials, for her vituperations against women who use ice on their faces and who save beauty masks for their eighties. Perhaps her most famous facial is the Plastic Face treatment, created especially for the woman over forty. The creams used in this treatment are mostly herbal, except for the rich, Neo-Vitale emollient, and, in *this* instance, the important work rests in the rhythmic, knowledgeable fingers of the operator. It is primarily a contour treatment, and we have seen amazing instances of changed contours: a square face (made angular by jowls) turned into an oval; a face, deeply lined from nose to chin, smoothed amazingly. This treatment takes an hour and a half, and should be taken in a series.

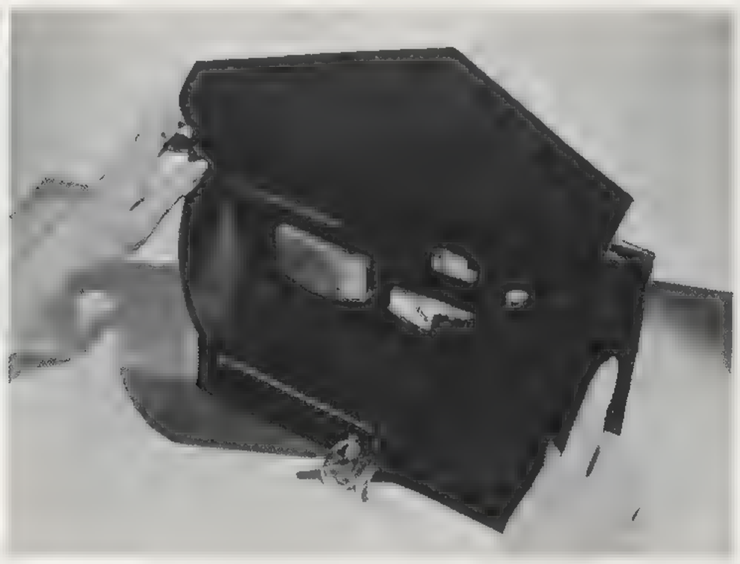
DOROTHY GRAY'S superb new treatment for ladies who are reducing was born out of a crying need. It is given to clients in the Dorothy Gray Body Styling department in conjunction with their exercise, massage, and diet. Its greatest service, however, is to those women who insist on dieting under their *own* supervision, for they are very apt to find that most of their flesh disappears from their faces. The function of this treatment is to return oils to the skin, depleted by a fat-free diet, to circumnavigate any tendency to drooping which might follow sudden loss of weight, and to relax strain lines (not found in the Dorothy Gray reducing clients!) that follow an unsupervised diet. All important is the tie-up—when your face is firmly bandaged and soaked in a cool astringent. It's quite wonderful, and certainly there's no satisfaction in a svelte, supple body if your face looks as if it were very tired of it all.

DESIGNS FOR DRESSMAKING

These are the back views of the Vogue Designs for Dressmaking, which are shown in more detail on page 94. Designed for sizes: Couturier Designs No. 355 and No. 360, in 12 to 20 (30 to 38); S-4263, in 12 to 20 (30 to 38); S-4261, in 12 to 20 (30 to 38), 40 and 42; No. 8878, in sizes 12 to 20 (30 to 38)

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 129

CONSTRUCTIVE IDEAS



A JEWELLED "TABBY" (it doubles as a clip) is what the well-dressed slide-fasteners demand now. Here, a ruby-and-diamond tabby finishes off a black reindeer bag. At Marcus

THUMB FREEDOM, ingeniously achieved for a pair of gloves of sandy-beige washable doeskin. Thumb and palm are all in one, progressive notion for comfort. Lord and Taylor

AN AMBER-COLOURED CLOTHESPIN is the closing for this bag of flag-red alligator—quite a constructive idea in bag-closings. (Practical, too.) Koret bag at Altman and I. Magnin

VOGUE STUDIOS

UPPERS LACED WITH THONGS to a crêpe sole (not a seam in sight). From England comes this saddle-coloured country Oxford of reversed calf. British-made. Saks-Fifth Avenue

Better take your corset seriously!

The new American-designed clothes are lovely—on slim-hipped figures! In a new Lily of France "hip-dwindler" you'll *enjoy* the way your clothes look—you may even find you need a smaller size!

Lily of France

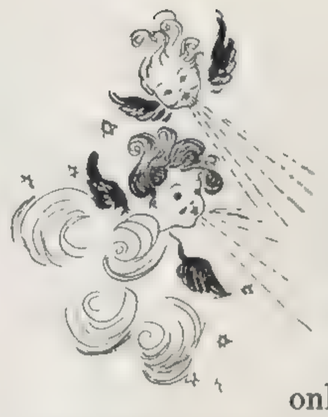
But be sure you're being fitted in a Lily of France—there are smart duo-settes and step-ins for *every* figure. LILY OF FRANCE and MME. IRENE corseting featured by better stores from $5. to $50.

Designed and made in America

SUPREME IN FINE CORSETING

FORETELLING...
a romantic future
Tzigane
FOR THE GYPSY IN YOUR SOUL
FORETELLING...
a crescendo of conquest
Toujours Moi
"ALWAYS ME"
les parfums de
CORDAY
Paris

CLEANLINESS—AN



ARE you an apple polisher? Do you only shine the surface while you ignore what goes on within? To be really clean, your innermost inners must be as parlour-pure as your complexions. Your eyes, your teeth, your digestive organs are surely worth as much care as your hair and skin, for only through their cleanliness comes health. And without health, there is, of course, little chance of beauty. A health cure is not necessary to achieve this cleanliness. But we are forgetful, at times even lazy, so that a review of simple rules is not amiss. And you're not to take umbrage.

VOICE ACCOMPANIMENT

Whether you have a Southern accent or a Yankee twang, you won't want it ostracized. But it won't make any difference how you speak, if people have to stand twenty feet from you. An astringent and antiseptic mouth-wash will help to keep you from talking to yourself. And don't be above carrying breath pastilles when you are out.

Cigarettes and just general wear and tear are enough to make you fall into mortal sin. Dental floss pulled slowly and methodically through the spaces between your teeth is an excellent idea whether you "offend" or not. Perhaps your complaint is more deep-seated than just your mouth; in which case, a mild stomach powder may help you. Any real digestive disturbance should, of course, be looked into by your doctor.

WITH AN EYE TO HEALTH

Tired eyes, more than any one other thing, can frizzle your nerves and make you feel grey. Treat them fairly. Use a good eye-wash as regularly as you brush your teeth. Before you go to bed at night, why don't you flirt with the lamp on your ceiling. Move your eyes back and forth, and around and around until your whole face feels refreshed. Try not to move your head, but turn your eyes upward when you do such an exercise; it will double the value of it.

Eyes tired from reading or the movies are wonderfully picked-up by two simple tricks. Wipe every thought from your mind and try to see black, nothing but black. Or shut your eyes and count ten, then open them and focus as far away as possible. Think about the nicest things you can and count fifty.

Before you apply your mascara, dip an eyelash-brush in boric acid solution and brush your lashes and brows. It's a nice hygienic thing to do. Above all, watch the lights you use. You are human, not an owl. Avoid glare. Always let the light fall over your shoulder when you read, and never directly on the page of the book.

A "REGULAR" GIRL

There is much flurry and scurry to-day about proper elimination, and so there should be. Occasional over-eating, exhaustion, or a bad case of nerves may well slow you up. If rest, plenty of fresh air, exercise, and more sensible food don't help you, *do* do something about it.

But don't try to be your own doctor. Go to a physician. He will tell you whether one of those bulk or motility cures, or a periodic laxative, or colonic irrigation is best for you. To develop the laxative habit is as dangerous as irregularity. If you don't have to worry over proper elimination, you may thank your stars. Drink about two glasses of water (hot or cold, with

OWED TO BEAUTY

or without lemon-juice, as you please) when you get up in the morning and then spend a few moments doing waist turns; that is, placing the hands on the hips, feet together, and turning sharply from side to side. This is marvellous for "joggling up" your system, and aids proper liquid elimination.

SHH!

Winter means furs and woollens, means a great deal of living indoors, and all of this means a good deodorant and anti-perspirant. Whether you choose a powder, a cream, or a liquid, be sure to follow the after-shaving directions that come with it. If you use a liquid preparation, let it dry at least half an hour, or it will do you no good. For all-around charm and fastidiousness, there are a perfumed deodorant, much like your favourite Cologne and, of course, powder deodorants.

A dash of your favourite deodorant powder in your shoes is a touch you will do well to remember.

BE AS SMOOTH AS MARBLE

Now that winter is here don't think that you can eliminate the use of depilatories. Sheer hose won't hide the fact that your legs can look like some forgotten antecedent's. Wax and cream hair-removers may be had in many kinds. Use the one that best fills your needs.

Under your arms, however, please use a razor or, even better, an electric shaver, for the skin is apt to be more tender there than elsewhere. Abrasives that come in handy mitts are equally good for arms and legs. Baby powder used under the arms or on the legs before shaving helps to prevent friction chapping. If you are troubled by rough, mottled legs in winter, try rubbing them with a solution of castor oil in alcohol. The alcohol evaporates, leaving a fine coating of oil, which is gratefully and speedily absorbed by the skin.

For facial hair and permanent hair removal, electrolysis in the hands of an expert operator is the best method. With your new swept-up pompadour and off-the-face hat, you will want no shadow to mar your complexion.

BRUSH YOURSELF OFF

For stirring your circulation, for real cleansing, for reaching those neglected places, there is nothing like a brush. A baby-soft complexion-brush is the best possible way of soaping your face. It cleans and brings a glow to your skin at the same time. Red nail polish may hide the dirt under your nails, but a good nail-brush will easily remove this. Bath-brushes, straight, curved, short-handled, long-handled, will smooth and stimulate and give you a lovely back for evening clothes. A small tooth-brush for hard work and two larger ones for polishing morning and evening are minimum equipment in good tooth care.

Spend money on your hair-brushes, and get the best bristles you can find. A good stunt is to part your hair down the middle of the back of your head and brush away from the part on both sides, first up, then to the side, and then down. This may be repeated all over the head and is wonderful in exciting circulation. While you are brushing your nails, remember your feet. Brushing the toes makes your feet feel wonderful and helps to keep them soft and free from dry patches...and don't forget to scrub your winter-roughened legs.

FOR THIS

New Freedom

YOU WILL THANK FULFLEX

Proper figure control, resulting in smooth lines, combined with the utmost in comfort and freedom, *is* something to cheer about. Whether you get it or not when you select elastic apparel depends upon the quality of the elastic knitted or woven into the fabric of the garment. Know the Elastic and you have the secret of lasting satisfaction.

FULFLEX Elastic is the finest that modern rubber chemists have been able to produce. Fortified against all the natural enemies of elastic, FULFLEX provides in corsets and girdles a new standard of long-lasting fit, control, and freedom of action.

Be Elastic-wise . . . make sure at your Corset Department that the garments you buy have the advantages of FULFLEX . . . "Elasticity at its Best."

CARR-FULFLEX, INC., BRISTOL, R. I.
Exclusive Distributors of Fulflex Elastic Thread

Fulflex
REG. U.S. PAT. OFF.
ELASTIC

The Concealed Source of Lasting Satisfaction in All Apparel Made With Elastic.

TAKING THE POLITICAL PULSE

(Continued from page 70) or do you think this should be prevented by law?" 77 per cent. thought it should be prevented...we can't believe the other 23 per cent. heard aright.

But right or wrong, they had their right to speak. The phantom public is given a voice as silver-tongued as William Jennings Bryan's, as authoritative as the corner policeman's.

The Gallup poll went abroad and conducted French and British polls. The French poll, reported in the French newspaper *Paris-Soir,* was discontinued; the British poll, which is reported in the *News Chronicle* of London, is still "sampling" the opinion of the British people. A question so vital that it roused a furore of interest was asked: "Are you satisfied or dissatisfied with the government's conduct of the war?" One voter in five was dissatisfied with the conduct of the war, even though the Chamberlain government was in high favour at the time. A nation at war seldom dares to publish critical opinion that could be interpreted as disunity.

One of the early British polls was a "Peace Ballot," circulated by the British League of Nations Union in 1934. Public opinion in Great Britain had not then been freely drawn upon. The official account stated that "for the first time in history the British people had the opportunity of making themselves heard on a first-class issue other than, and above, party elections, and free from the atmosphere and rivalries of a General Election."

Recognizing the need to know what the people thought was expressed in a lucid and fundamental fashion (with one mixed metaphor) by an English writer. "If our democracy is a true democracy, John Smith and Mary Brown, and the sum of their opinions, are the things that matter. They are the rock upon which the fabric of our Government depends." The voice of the English people is unhampered, but one wonders with the query in *The New York Times* editorial, "What would be the result of an unhampered Gallup survey in Germany or Russia?"

AMERICA LIKES LOTS OF POLLS

The Gallup poll is released in newspapers throughout the country and comes out four times a week. With events speeded up to fever tempo, that is scarcely often enough to catch the breathless change in public opinion. The *Fortune* survey, by continuous interpretation of daily polls, is adjusted to monthly magazine publication. Both polls are formulated from ballots sent in by personal interviewers, but the *Fortune* poll differs from the Gallup method in that it has a small, trained staff of seventy interviewers, who travel about in the never-ceasing search for nuggets of American public opinion. Elmo Roper captains the *Fortune* survey and in 1936 was among the fortunates who approximated the popular-vote total. He gave President Roosevelt 59.4 per cent. against the actual percentage of 62.5.

The *Fortune* survey coincided with the other major polls in the discovery of the mathematically precise rule that a small sample (provided the cases are representative of all the major groups within the population) can be far more effective than the gigantic, but not varied sampling, which was the method of *The Literary Digest.* The *Fortune* survey's estimate in 1936 was based on only 4,500 ballots.

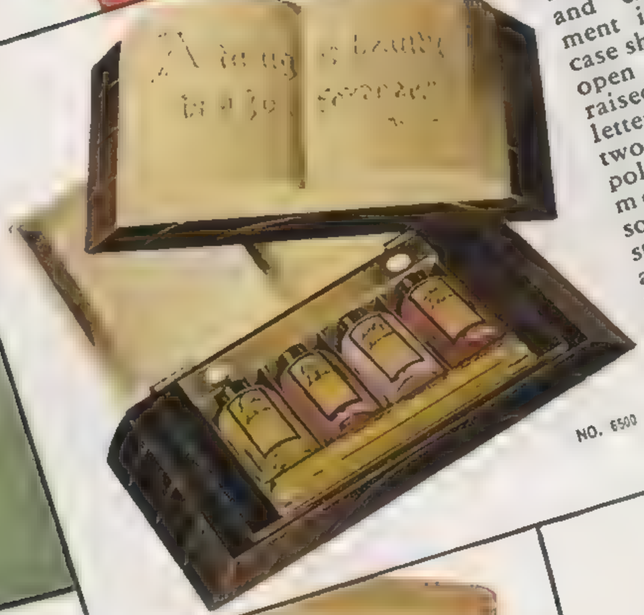
The *Fortune* survey does not take the United States as a geographic unit and report on state-by-state findings, as the Gallup poll does, but relies for its sampling on the nine major census areas of the United States. It allocates its ballots to different areas and groups, making a careful distinction between "political" and "social" cross-sections. The *Fortune* survey also recognizes that the science of probing the phantom political mind of the millions is still in its infancy and subject to change and experiment. In order to approximate the shift in public thought, there must be unceasing vigilance on the part of the *Fortune* interviewers.

In opposition to the method of personal interviewing, other polls are compiled by mail. *The Pathfinder,* a magazine destined for rural delivery boxes, polls its (Continued on page 119)

CHECK YOUR CHRISTMAS LIST

Lady Lillian

(DOUBLE DUTY) *New* NAIL POLISH SETS



Bakelite Set. Novel and clever treatment in a plastic case shaped like an open book with raised Old English lettering. Contains two shades of nail polish, polish remover, cuticle softener, manicure stick, emery board and cotton. Box reuseable.

$1.00

NO. 6500

$3.00

"Exclusive" Genuine Leather Set. Richly toned leather with top strap and metal lock. Contains two shades of nail polish, polish remover, cuticle softener, scissors, cuticle pusher, nail file, nail white pencil, orangewood stick and emery board.

NO. 6600

NO. 6900

$1.00

"Dowel" Set. Finely grained wood with very high lustre. Dowels with metal decorations enhance its beauty. Contains two shades of nail polish, polish remover, cuticle softener, manicure stick and emery board.

"Evening Bag" set. A highlight of the gift season! A stunning case, styled in black, wine, royal blue or purple rayon velvet. Reuseable as a smart evening bag. Contains nail polish, polish remover, cuticle softener, manicure stick, emery board and cotton.

$1.00

NO. 7300

Lady Lillian "Evening Bag" in Rayon Velvet

Other Lady Lillian Manicure Sets up to $5.00

$1.00

"Luggage Tan" Set. A perfect set for travelling! A smart looking case of simulated leather with zipper closure. Contains nail polish, polish remover, cuticle softener, nail file, emery board and manicure stick.

NO. 7500

$1.25

"Debutante" Zipper Set. Rayon satin case zipper closure. Removable contents. Use case as smart accessory. Set contains two bottles of nail polish, polish remover, cuticle softener, nail white pencil, manicure stick, cotton and emery board.

NO. 8300

IN THEIR many-purpose containers, for use in boudoir, for travelling and as costume accessory . . . in plastics, rayon velvet, leather . . . these lovely Lady Lillian Nail Polish Sets make appreciated gifts . . . for any woman . . . for every girl. Lady Lillian Creme Polish comes in all popular shades (including the new Rhumba Red, Cordial Red and Pink Lady) goes on smoothly . . . STAYS on . . . and is long wearing. Many sets include scissors, file, emery board, orangewood stick and nail pencil. Extraordinary values at low prices. For name of nearby dealer, write to Northeastern Products, Inc., 1138 Washington St., Boston, Mass.

Lady Lillian New NAIL POLISH SETS FOR CHRISTMAS

fatefully . . . as the moth
to the flame, you are drawn
to Schiaparelli's
night perfume,
Sleeping

dreams distilled
from rapture . . . their essence
captured in a
crystal candlestick

parfum sleeping de schiaparelli

TAKING THE POLITICAL PULSE

(Continued from page 116) circulation list. The ballot is formulated by Emil Hurja, who whispered the right answer in Mr. Farley's grateful ear in 1936.

Mr. Hurja is one of the exponents of the intricate technique of the shift principle. In the shift principle, the poll sets out to discover the shift vote in each state and by arriving at a net shift makes a prediction for election results. If you were a Democrat last election and intend to be a Republican this year or vice versa, you are the prize guinea-pig among the poll scientists. Your vote will make the sweeping change in election results from what the public does expect to what it doesn't expect...but which (if they have read their poll analysts) they should have expected.

POLLING BY NEWSPAPERS

Using an entirely different method, the Dunn survey, conducted by Rogers Dunn, has made some amazingly accurate predictions. This survey uses newspaper circulation and position, *with the addition* of "samples," from the political reactions in the lower-income groups to determine what is on America's mind. By the additional polling of non-newspaper subscribers, Mr. Dunn avoids the pitfalls of 1936 when the newspapers were 75% by number and 65% by circulation against Roosevelt.

Mr. Dunn, a student of polls, who has given many years of practical thought to this medium of public expression, recognizes that every newspaper editor—city or country—seeks to reflect the opinion of his readers in his column. However, there is a great voting body who are not newspaper readers. The trends of vital issues are expressed in both the news and editorial columns of the newspapers. When Japan is out of bounds, the headlines on the Pacific Coast are black, while those on the Atlantic seaboard remain a conservative grey.

Thomas Jefferson wrote, "If it were left to me to decide whether we shall have a government without newspapers or newspapers without a government (and he meant a free press), I should not hesitate a moment to prefer the latter." Newspapers are the pennant that from the mast-top catch each fluctuation of breeze with unerring faithfulness; to interpret the message of that breeze in relationship to the low clouds on the horizon is the work of the men who make the polls.

Polls have their critics, and many of them expound the "band-wagon theory." They fear (and it is an honest fear) that the poll results when published may influence voters to change of vote on either candidates or issues. The answer that the poll authorities make is as logical as two and two makes four, and with fewer loop-holes than that cliché. The *Digest* poll (there's that man again!) pointed to an overwhelming Landon victory, and yet Roosevelt won by a landslide. And the *Digest* poll was given as wide a circulation as newspapers, magazines, and radio could give. So the band-wagon theory with a *pouff* becomes a band-wagon myth. But to prevent the prestige of polls from becoming too powerful, there has sprung up recently a poll that polls the honest intention of polls.

The polls of the future can be of invaluable aid to the maintenance of a democracy and to a government of the people, by the people, and for the people. A poll must give the truth of its findings, for it would be suicidal for a poll to give false evidence. And what America is thinking is the structure of our democracy. Representatives will know what their constituents think when they are sure that the measure of opinion in their constituency has been accurately attested. In this democracy of ours (the oldest continuous form of government for one nation on earth to-day), it is the people's voice that must be heard. What they say must be said freely, without coercion, and faithfully reported. The public-opinion polls are telling America that it is they who can answer the questions that are facing the American public to-day, and answer those questions with the voice of the American people, in the American way.

and how do you like radiant me?"

SUSAN: You look glamorous. How come?

NORA: Simple—on the face of it. I'm Complexion "Mind-it"—I mind it well with Dermetics Hydronized* Oils. A few fine complexion aids can perform miracles.

SUSAN: Is Dermetics so much better?

NORA: It's amazing! The Soil Adsorbing immaculately cleanses in 40 seconds . . . the Blushing brings a glamorous glow . . . and I'd feel undressed without this protective Complexion Dress.

SUSAN: A bare essential, eh?

NORA: Aptly put. Why leave your face and throat bear the brunt of clime and time when you can clothe them invisibly and surely with Dermetics Complexion Dress? A few drops smoothed on till your face feels as soft as the inside of your wrists . . . and you have a lovely outlook for hours.

SUSAN: Where can I buy Dermetics?

NORA: At your favorite beauty salon. Over 5000 beauty salons recommend it—and they ought to know how you can put your best face forward.

*Trademark Reg. U. S. Pat. Off.
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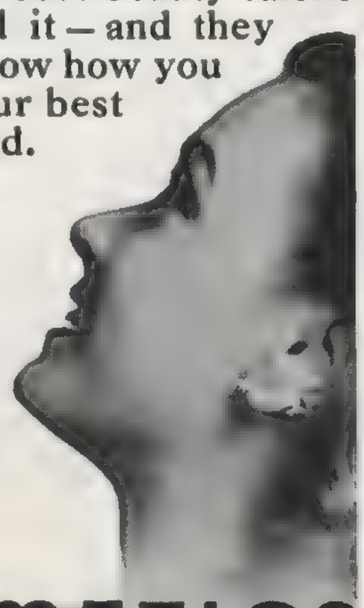

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630 Fifth Avenue, Rockefeller Center
New York, N. Y.
THE LIQUID WAY TO SKIN LOVELINESS

VOGUE COVERS THE TOWN

Nostalgic vistas

Views of Paris and London—a joint exhibit is being held for the benefit of the British War Relief Society, at Knoedler's and Durand-Ruel. (One fifty-cent ticket entitles you to see both shows.)

The Parisian scenes (at Durand-Ruel) are of the Impressionist and post-Impressionist schools and include Monet's "Gare St. Lazare" (with its flood of hectic memories of boat-train arrivals) and his charming "Parc Monceau." There are, also, Utrillos, some Pissarros, a Renoir.

Of special interest is "Jardin des Tuileries" by Pissarro, not only because of the familiar scene, but also because of the period in the artist's life that it represents. At this time, Pissarro could no longer work out-of-doors (he had developed allergy to dust and pollen), hence the canvases of this particular era are all painted from indoors, the artist looking down on the scene. In this case, he painted the Tuileries gardens from a room in the Hotel Continental.

Knoedler's, in this dual show, have assembled, mostly from loan collections, a group of paintings of London, from the seventeenth century to the present day. Among them is the great Whistler, "Wapping on Thames," from the John Hay Whitney collection.

Lynn Fontanne and Alfred Lunt have given a water-colour, by Belcher, which will be sold, the proceeds to go, of course, to the British War Relief Society.

Williamsburg

Note for lovers of eighteenth-century music. The Harpsichord Concerts at Williamsburg, Virginia, take place on November 14-16 and 21-23. Directed by Ralph Kirkpatrick, possibly the most famed harpsichordist in America, these concerts will include such singers as Ada Macleish.

The concerts, as you doubtless know, are given in the ballroom of the Governor's Palace. The clear, bell notes of the harpsichord, the candle-lit rooms, the flare-lit box-gardens, seen through the long windows, are all an inspiration and an escape.

New zoo

Strenuous face-lifting operations are in progress at the Bronx Zoo. These include, as pièce de résistance, an African Plains Exhibit, the very model of authenticity. Sober-sided park officials are diligently searching (in a slightly frenzied fashion) for varieties of grasses and thornbush that will flourish in the Bronx, yet lend the proper illusion of Darkest Africa. Moreover, be prepared for the distant throb of war-drums drifting across the reconstructed veldt—the zoo has gone in for sound effects.

The old rule, "Do not feed the animals," has been repealed—in fact, feeding-machines supply suitable delicacies to toss to your favourite beast. As a test-case, feeding by the public was tried out on the sea-lions (butter-fish at a nickel a throw); it proved such a success that the zoo had to rush out and buy four more sea-lions to devour the fish.

Moreover, these are not the only innovations; there are tractor trains (from the World's Fair) to transport you about the grounds, and new restaurants in which to lunch. Incidentally, 5,000,000 people visit the Zoo and Aquarium annually—that's about four per cent. of the nation's population.

Abstracts

A pale young man named Francesco Cristofanetti is showing his romantic abstracts—oils and black-and-whites—at the Valentine Gallery, 16 East Fifty-Seventh Street.

Educated in Rome, Cristofanetti has lived for the past ten years in Paris. Once in 1937, he returned to Rome to exhibit his work—in a sinister fashion, no word about the show appeared in the controlled press; three days later, the exhibit was closed. A little punishment meted out to an anti-Fascist.

By night

The incomparable Greta Keller is back at the Algonquin. Listening to her songs, one can, somehow, almost re-create the fable of the Europe that was. Incidentally, her grandfather founded the Christenberger munitions plant in Vienna; bankrupt at the close of the war, he sold it to the then unknown Fritz Mandl, who was once married to Hedy Lamarr. Greta Keller began her singing career after playing in the Berlin production of "Broadway," with Peter Lorre and Marlene Dietrich. It was La Dietrich who persuaded her to go into what seemed to be the more lucrative field of night-club singing.

P. S. Miss Keller uses black shoe-polish on her eyes instead of mascara....

....Copacabana—there's a name to toss out to taxi-drivers. Well-known as the name of the famous beach sector in Rio de Janeiro, now the name of Monte Proser's new supper club (it joins the East Side, up-townish movement) at 10 East Sixtieth Street.

The *décor*, by Clark Robinson (he also did "The Beachcomber"), centers about a huge, illuminated mural over the bar—a night-scene of the harbour of Rio. There are two orchestras—Pancho's and Fausto Curbello's—to supply incessant congas and rhumbas. Incidentally, Curbello, before leaving his native Cuba, wrote and sold a conga, "Cuecue Conga;" he sold it for $21....

"FLANEUR"

for lovelier legs in sheer hose!

Legs are lovelier, *hair-freed* by IMRA*, the *ladylike* way to keep skin feminine!

IMRA...*odorless*...*painless* cosmetic depilatory...pure white cream...is so *pleasant* to use. Just spread it on...leave on briefly...*rinse* off. Skin is hair-free as alabaster. No nicks or scrapes...no "scars of battle." No bristly razor stubble. Nothing in IMRA to stimulate new growth. Get a tube today. Three sizes, 65¢, $1.00 and $1.25. *Or send in the coupon for generous trial tube.*

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Vogue's 6th Prix de Paris

CONTEST RULES

First prize is a year's position on Vogue's fashion staff. Second prize is a special Vanity Fair award —six months as a feature writer on Vogue's staff. Five cash prizes will be awarded for the best contest theses. In addition, Honourable Mentions, carrying opportunities for openings in other organizations, will be awarded to contestants whose papers show unusual merit.

1. Each entrant must be a member of the graduating class of 1941 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, a thesis which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion, or Vanity Fair, features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, January 1 and March 1. Save your copies of Vogue until the end of the contest; you may need them for reference.

6. Papers will be graded on these points:
(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

7. Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit a thesis in competition for the major prizes and the Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit a thesis.

9. Subjects for the theses will be announced in the March 15 and April 1 issues. Theses must not exceed 1500 words and must be mailed not later than April 20th.

10. All test papers and theses must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the Prix de Paris will be announced on or about June 1, 1941.

Vogue's Prix de Paris, 420 LEXINGTON AVE., NEW YORK, N. Y.

Please enroll my name as an entrant in Vogue's Sixth Prix de Paris.

NAME _____
(Please type or print clearly)

COLLEGE _____

ADDRESS _____
(During college year)

CITY _____ STATE _____

HOME ADDRESS _____

CITY _____ STATE _____

V-11-1-40

Tip your fingers with fashion's newest nail make-up—La Cross Fashionized Nail Polish in Wigwam Colors. These thrillingly beautiful reds are true American Indian colors, borrowed from the very sources which inspired the exciting new Indian fashion trend that is sweeping America. La Cross Fashionized Nail Polish, in convenient non-tippable bottles, is famous for its gem-bright lustre and lasting wear.

Arrow Red —a tawny, golden-tinged red to accent grey, beige, soft clear colors and coppery tones.

Chieftain —a vivid triumphant red to dramatize black, brown, cocoa, bright reds, blues and greens.

Indian Sage —a rich burnished tone that spices rose and plum shades, purple and benedictine brown.

FASHIONIZED NAIL POLISH

La Cross

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GIFT SUGGESTIONS FOR EARLY CHRISTMAS SHOPPERS

Dainty, convenient manicure kits fully equipped with La Cross Fashionized Nail Polish and Polish Preparations, and famous La Cross Implements.

THE HEART BREAKER
A charming dressing-table accessory. In jewel-like boudoir tints, transparent cover. $1.00

THE PROM TROTTER
A smart, pocketbook-style manicure kit. Genuine leather, gold finish closure . . . $4.00

G. Selmer Fougner, world-traveller, gourmet, author of the famous "Along the Wine Trail" column published in the New York Sun, reports

"California wines have fulfilled their promise ...many are truly great"

Following repeal Mr. Fougner wrote in his column: "California...faces today its great opportunity. Much is to be expected and a bright future is in store for the wines of California."

Now six years later, after a tasting tour of California, Mr. Fougner reports: "I have just tasted a number of California wines which compare favorably with any of the same type which have been imported from abroad. These wines, in my honest belief, are truly great. I recommend a sampling of California wines."

WINES OF CALIFORNIA are well developed, true to type, made to strict quality standards. Ask your wine merchant or importer to help you select the fine California wines. This advertisement is printed by the wine growers of California, acting through the Wine Advisory Board, 85 Second St., San Francisco

PAMELA'S SOCKS AND THE ROMAN EMPERORS

A view of Mary Ellen Chase

By Lee Kingman

[EDITOR'S NOTE: *This article about Miss Chase, Professor of English at Smith College, was written by Lee Kingman, Senior, 1940, at Smith, who received an Honourable Mention in Vogue's Fifth Prix de Paris Contest.*]

SHE is energetic and alert. She writes, she lectures, she teaches. She is a literary critic. Above all, she is an American. Her name is Mary Ellen Chase.

White-haired, though barely in her fifties, of medium height, she has very blue eyes, very red cheeks, and a husky voice. She writes amusingly of the pin-tucks and petticoats of the 'Nineties. She dresses with good taste in the styles of the 1940's.

In 1932, she wrote *A Goodly Heritage*—personal experiences designed to present an era not as an example of *mores*, but as an age distinctive in American culture. Yet she wrote it, as she said in her preface, "as one of the multitude of the middle-aged; as one who, formed by the thirty years before the war, must yet live, think, and work in the present, contributing if may be to the sum-total of the assets of a new era." She puts her full quota of work into the present.

Teaching to her is a form of self-indulgence. She delights in an opportunity to read De Quincey in bed until one o'clock in the morning...to talk about the merits and defects of a contemporary movie, as well as about *Tom Jones*. Her best-known classes, popular with the girls of Smith College, cover the history of the novel and nineteenth-century prose...subjects full, controversial, and infinitely detailed. These classes, as well as being English courses, are a study in personality, for she preaches and practices her own cardinal principle of successful teaching: to interest others in something, one must oneself be consumed with interest. She believes, as she recorded in her recent book, *A Goodly Fellowship*, that a good teacher "does not count it beneath his dignity to put on a show for his students; indeed, he can not help doing this if he would, so inextricably is he merged with what he is teaching." Mary Ellen Chase is a good teacher.

She lectures with equally animated interest on Fielding's idea of humour and the personality of a mitten. Unusually aware of the sound of words ever since she churned to the rhythm of anapaests as a girl in Maine, she points out the beauty of the word *infinite*...pronounced in the English manner...and derides the insipidity of the word *challenge*...with the same vigour.

To hear her quote with relish and depth of expression a resounding sentence like: "*The Mail-coach it was that distributed over the face of the land, like the opening of apocalyptic vials, the heart-shaking news of Trafalgar, of Salamanca, of Vittoria, of Waterloo,*" is to hear a performance of dramatic proportions. In *A Goodly Fellowship*, she also says, "I have learned that to know precisely what I am doing in any given class, at any given moment, is a state of mind as intolerably dull for my students as for myself."

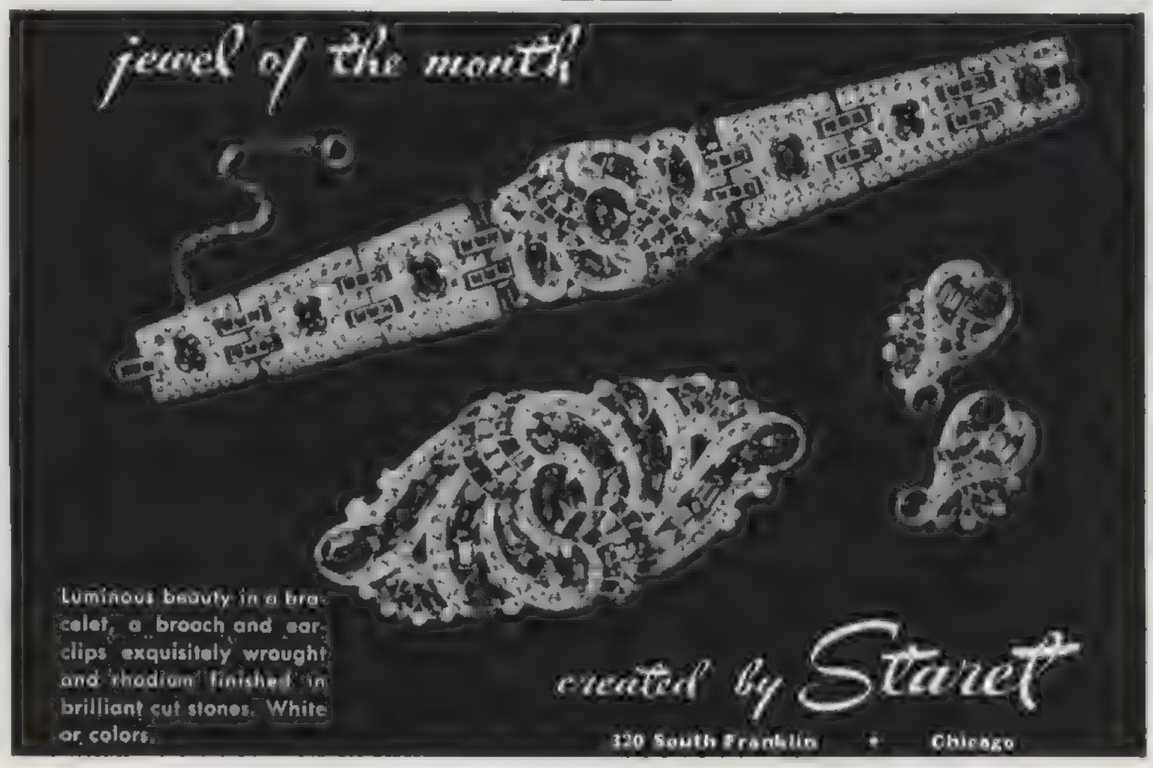
The radio program "Information, Please" has missed much in not obtaining the services of Mary Ellen Chase, for, in addition to her vivid use of personality as a major force in teaching, she has a large fund of knowledge. She has always been an avid reader, and her memory was trained early, by her father. A thorough classicist, he used to quiz his children rigorously, expecting ...and receiving...an answer from the Bible, Lamb, Hazlitt, Pater, De Quincey, the classics.

Several years ago, Miss Chase astounded her doctor when she had her tonsils removed by reciting, as she came out of the ether, the whole list of the Roman emperors with their dates!

This reverence for memory is carried into her courses as a means of analysis in literature. Her students read for description in one novel, similes or conversation in another. Questions from her quizzes are famous on Smith campus, celebrated even in song:

"Seniors are moverin', are moverin', are moverin'.
What were the color of Pamela's socks?
Long white jobs with classy clocks."
Seniors are moverin', grace of Chase."

But this method of teaching does



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Agents in the U. S. A.
Dept. J5, 57 Laight St., New York

PAMELA'S SOCKS AND THE ROMAN EMPERORS

not indicate a low opinion of the modern college girl's mind. Miss Chase is congenial with her students and often invites them to her house for tea. She describes them as more mature and intelligent, better-balanced emotionally, possessed of a more objective point of view, and a more acute sense of humour, than those of thirty years ago.

Miss Chase has become known as a professor outside Smith College, through her two books of personal experiences. But perhaps she is best known as a lecturer and author. At the beginning of her lecturing career, as a graduate student at the University of Minnesota, she flipped a coin with Marjorie Nicolson (now Dean of Smith College) to see which of them should lecture on Job and which on Dante. Since the time of this early lecture...on Job... she has become an interesting and emphatic speaker, to whom touring the entire country is an exhilarating experience. She lectures, as she teaches, because she likes to do so.

At the end of a tour, she returns to her small white house in Northampton, Massachusetts, where she lives with her close friends, Eleanor Duckett, Professor of Latin at Smith, and Gregory, a West Highland White Terrier, whose very soul is in perpetual motion.

The New England flavour of her books, *Mary Peters* and *Silas Crockett*, is captured in her house—in its white paneled walls, its oil-paintings of Maine, in the blue-painted churn in her bedroom. Books abound—overflowing the shelves throughout the whole house.

Miss Chase is exceedingly proud of the chairs in her living-room, for their seats are covered with her own needlepoint...an example of her ability to achieve two creative products at the same time. While her hands are busy with needlework, she is thinking out a sentence for her new book, with a copybook beside her.

As *Dawn in Lyonesse* will show, she is a careful writer, undoubtedly influenced by the classic style in both sentence structure and in feeling. Words fascinate her...their sound, their meaning, their colour, their integrity. Often she presents to her students her theory that the letters on the page of a book give that page an individual character and colour all its own.

Her life is full, writing, teaching, lecturing—but you often meet her on the streets of Northampton. She is fond of walking and is usually escorted by Gregory...who is setting the vogue for all campus dogs with his plaid reversible rain-coat. And if, at four o'clock in the afternoon, you go into one of the near-by eating-places...where the electric phonograph is brazening out the latest swing classic, where there is a confusion of cigarette smoke, cokes, and hamburgers, of the voices, faces, arms, and legs of college girls...you will find Mary Ellen Chase calmly drinking her afternoon coffee.

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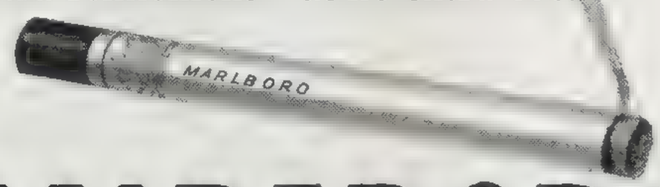
The smart red Beauty Tip...that even your reddest lipstick can't mar...is the newest of Marlboro luxuries! Enjoy superb Marlboros, now with this extra refinement—at no extra cost.



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A smart accent or a subtle contrast—that's what your accessories will be this fall. For Gloves—wear LAVANDO—loveliest of them all. Gorgeous new colors bring you lightning-fast ease in completing your autumn ensemble. Washable with a soft, luxurious finish, perfectly fitting, non-smudge. A "must have" for sophisticates! Made in America by the makers of Gloves by Isabel. Priced from four dollars

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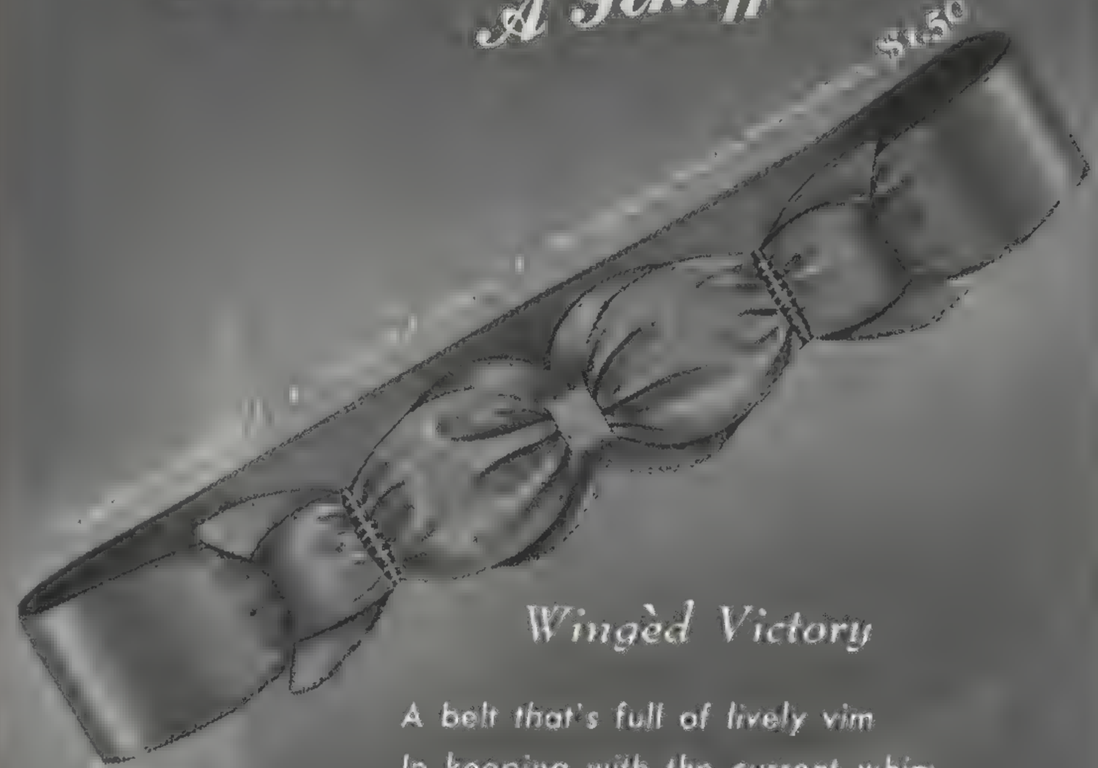

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A belt that's full of lively vim
In keeping with the current whim.
Schaffer's facile flair for styling
Makes it brilliantly beguiling.
Choose from Autumn's lovely hues —
Luscious wines, reds, greens and blues*

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*also brown, navy and black

SCHAFFER BELTS, Inc. Fifth Ave., New York
World's foremost manufacturer of quality belts for women.

CHARLES DANA GIBSON

(Continued from page 75) quarters thought suggestive and shameless. And then there followed the scandal of poor Trilby all over again. A philandering artist!—a naked girl!—a famous author!—a respected illustrator! Altogether the incident caused such chattering and to-do that it took poor Gibson the better part of a year to recover from it.

But the pay-off—to speak currently—was that Gibson, despite many recurring suggestions from the Hearst offices, had all along refused (as any friend of his could have foretold) to reveal Valerie in her original *status quo*, a decision which many male readers presumably deplored.

As Valerie's life story boosted the *Cosmopolitan's* circulation by nearly half a million copies, the collaboration between Chambers and Gibson—*The Turning Point, The Streets of Ascalon, The Business of Life*—continued for three more years. During that time, the success of Gibson's drawings in the *Cosmopolitan* was so great that, as much as sixteen years later, Ray Long, then the Editor of the magazine, contracted for a group of double-page drawings by him, at the rate of $1,750 each.

While that was the largest remuneration Gibson ever received, he had, from the very beginning of his career, been a markedly successful illustrator. Even in his 'teens, when he looked a little like an overgrown cowboy or lumberjack, he needed only to pay a few visits to *Life* and *Tid-Bits*, in order to sell them his wares. As early as 1890, when he was only twenty-three, he was earning from six to eight hundred dollars a month, principally from John Ames Mitchell, the Editor of *Life*, a periodical which had been founded in 1883, and which Gibson was later to purchase, and publish, as a private venture of his own.

A SENSATIONAL CONTRACT

Perhaps the most widely discussed of Gibson's contracts was that which he made with Robert Collier and Condé Nast, who, a little after the turn of the century, were the editor and business manager, respectively, of *Collier's Weekly*. Inasmuch as Edward Bok had been paying Gibson as much as $500 for a single drawing—for the sacred pages of the *Ladies' Home Journal*—Collier and Nast (who knew Gibson, and admired his work, and could, as well as anybody on this planet, exactly appraise the value of réclame), ordered from him no less than a hundred drawings at a thousand dollars each. All of the drawings were published in *Collier's* in a little less than two years.

The effect of those hundred drawings, both on the circulation and the editorial prestige of *Collier's Weekly* was surprising. No one could have guessed that the volume, or the "quality," of its circulation would undergo so extraordinary an upheaval.

Gibson derived, too, and over a long period of years, a very considerable income from the publication of his fourteen albums, or "table-books," as they were then called. The first of these was named "Drawings by Charles Dana Gibson," and was published in 1894. Such albums sold for five dollars each, some selling twenty thousand copies. In some cases, *de luxe* editions of the books were published at twenty-five dollars each, notably in the case of "The Education of Mr. Pipp," a character which, after the Girl herself, was the most popular of Gibson's creations.

Gibson's better-known collaborators included Robert W. Chambers, Frank R. Stockton, and Anthony Hope. Hope was the famous author of *The Prisoner of Zenda* and of *Rupert of Hentzau*, a book that included many views of Mrs. Gibson, the model for the Princess Flavia. But, as has already been hinted, the most famous of Gibson's collaborators was Richard Harding Davis. Their partnership resulted in *Gallagher, and Other Stories; Her First Appearance; About Paris; Soldiers of Fortune* (with Mrs. Gibson as Alice Langham); and—as early as 1895—*The Princess Aline*, again featuring Mrs. Gibson, this time as Aline.

But while Mrs. Gibson was the principal and most authentic model for the Gibson Girl, it is fair to say that the artist, as early as 1888, had drawn many feminine types in *Life*.

CHARLES DANA GIBSON

Gibson's model, for such early work, was Minnie Clark, who sometimes posed for Augustus St.-Gaudens, the sculptor, and for William M. Chase, the painter. But the Gibson Girl, as a type, never really became stylized, or took on its special order of breeding, until 1894, when Miss Langhorne came from Richmond to New York in order to lead the grand march in the Patriarch's Ball, at the invitation—believe it or not—of Ward McAllister, at that time the most omnipotent snob in America.

It is difficult now to convey an idea of the enslaving rage which, over so long a period of years was achieved by the Gibson Girl. She was everywhere copied by the women of America, not only in their clothes, but in the manner in which they sat and walked and stood. Oscar Wilde once said that it was not until Burne-Jones and Dante Gabriel Rossetti began painting, in London, so many girls with very long necks that so many girls with very long necks began appearing in London. And, similarly, it was impossible in the 'Nineties, to enter any haunt of high society without flushing a fluttering covey of Gibson Girls.

Their happy sisterhood was, of course, divided into groups —the Athletes, the Aristocrats, the Intellects, the Flirts, et cetera, but, whatever their costumes, ages, or preoccupations, they were all, quite patently, sisters—under their India ink.

BEHIND THE FOOTLIGHTS WITH CAMILLE CLIFFORD

In 1906, a Swedish-American girl, Camille Clifford, appeared in "The Belle of Mayfair." She made so great a hit in it, because of the way she sang Leslie Stuart's song, "Why Do They Call Me a Gibson Girl?," that Edna May, the true star of the piece, soon left the cast in what, for want of a better word, we must call a dudgeon. It must have caused Miss May an added pang when she later learned that Miss Clifford had hooked a pedigreed nobleman for a husband. It is painful to record that, in that ancient song, the words "new walk" and "New York" were actually married in verse, while an even more heinous wrong was committed in rhyming "Dana Gibson" with "Mr. Ibsen," by which latter was meant the great Henrik who, in that very month of 1906 was lying, hardly cold, in his grave. The plague of the song became so general that poor Gibson could in no wise escape from it. But his spirit was not finally crushed until, on a trip to France, he chanced into the Jardin de Paris, where the entire chorus was asking the dread and direful question, *"Pourquoi m'appelle-t-on une fille Gibson?"* Since the girls were only attired in straw boaters, the query was practically unanswerable.

Following the vogue of Miss Clifford's song, there appeared, in the shops of our cities, and the advertising pages of our magazines, an avalanche of Gibson Girl products. There was the Gibson Girl "shirt-waist" ("blouses" were to come later)—the Gibson Girl skirt, Gibson Girl shoes, and, *horribile dictu*, the Gibson Girl corset. It is also true that no college room—whatever the sex of its occupant—was (Continued on page 128)

WANTED:

A Ready-to-Wear Buyer and Manager

The buyer we are looking for is probably not looking for a job. He or she may be an assistant buyer now — thoroughly happy in the knowledge of doing a job well — thoroughly competent and knows it —but, being paid better now, better than in the past, has not thought seriously of the future — yet! Won't somebody tell him or her about this opportunity? **$5,000 to $10,000 a year or more,** depending on experience and ability. Must know how to select suits, coats and dresses for a discriminating clientele. A real live growing money-making women's floor in the largest men's store in Saint Louis — a position that offers almost unlimited possibilities to a good merchandiser.

Address . . . I. F. BOYD, c/o Boyd's, Olive at Sixth, St. Louis, Mo.

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The streets darken—the lights come up. Thousands of them. Twinkling from theatre marquees—flashing from the headlights of motor cars—sparkling from the crystal and silver of dinner tables all over the country.

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In this "After Dark" Number, Vogue brings you forty hand-picked fashions for your big and little evenings. Clothes for every occasion, chosen for every pocketbook. Brilliant evening gowns for your red-letter dates . . . informal dinner dresses that cover a multitude of parties . . . "little" dresses (street length) that play bridge or go to the movies with equal savoir faire. And glamorous accessories to dress up simple clothes when the occasion demands.

No matter where you live—or how you spend your evenings—if you've read November 15th Vogue, the night is yours!

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To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

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WINGS TO BEAUTY
is an enchanting booklet that describes and illustrates Jacqueline Cochran's beauty preparations, with special instructions on how to use them. Write to Jacqueline Cochran, Dept. V, Roselle, New Jersey.

FIRST STEPS TO BEAUTY
is Helena Rubinstein's helpful and authoritative booklet on the care of the skin. Simple home treatments to enhance your beauty are outlined; and special preparations to correct certain skin faults are discussed. Helena Rubinstein, Dept. V, 715 Fifth Avenue, New York.

BEAUTIFUL HANDS
outlines the authentic Peggy Sage manicure method that you may follow at home. Peggy Sage, Inc., Department V, 50 East 57 Street, New York, New York.

CHANEL, INC.
Perfumes are described by Chanel, Inc., in a beautiful little book that will be sent you upon request. Besides describing the perfumes, it will tell you many interesting things about how to use them. Chanel, Inc., Dept. V, 35 West 34 Street, New York City.

BEAUTY SECRETS FROM BOND STREET
is Yardley's booklet that gives special notes on caring for your skin, as well as descriptions of the refreshing preparations from this famous line. Yardley, Dept. V, 620 Fifth Avenue, New York, New York.

GIFT SUGGESTIONS BY ELMO
In its new 1940 booklet, Elmo offers a wide selection of beauty preparations and cosmetics, attractively boxed, which should make welcome gifts at any time. There are special kits for the travel-minded, and the college girl. Elmo Sales Corp., Dept. V, Tulip & Rhawn Sts., Philadelphia, Pa.

IMRA COSMETIC DEPILATORY
is the welcome new depilatory that is odourless and painless. Artra Cosmetics, Inc., the makers of Imra, have an attractive new booklet describing it and telling how to use it. Artra Cosmetics, Inc., Dept. V, 730 Fifth Avenue, New York City.

GLAMOUROUS HANDS
is Barbara Bates' booklet that gives directions for her manicure beauty treatment. Write to Barbara Bates, Dept. V, 565 Fifth Avenue, New York, New York.

CARE, COLOUR, FRAGRANCE—BEAUTY
The first three essentials and the final result, beauty, are thoroughly discussed in a charming new Ayer booklet. It tells you how to care for your skin, even if you have special problems, and there is an excellent make-up chart. Harriet Hubbard Ayer, Dept. V, 323 East 34 Street, New York City.

WONDERSTOEN
is the subject of an interesting booklet. This dry-method hair eraser is easy, quick and efficient. Bellin's Wonderstoen Company, Dept. V, 1140 Broadway, New York City.

ELIZABETH ARDEN
has prepared a booklet on "Scintillating Jewel Harmony Make-Ups" which lists her new and exciting color harmonies, inspired by precious stones. Ruby, Emerald, Amethyst, Sapphire, Aquamarine and Topaz make-ups, to dramatize your jewelry and yourself, are all included here. Elizabeth Arden, Dept. V, 691 Fifth Avenue, New York.

THE SIMPLE LIFE
in Beauty Care is Coty's new booklet, offering streamlined suggestions for a daily beauty régime. The three essential steps of cleansing, freshening, and conditioning your complexion are discussed, and additional Coty preparations are listed and described. Coty, Dept. V, 714 Fifth Avenue, New York.

WARDROBE

PAULINE GORDON'S
story of "Synchronized Styling" is a fascinating account of the Line-Detector study which led to scientifically designed girdles and brassières. There are plentiful illustrations of new models, too. Pauline Gordon, Dept. V, 112 Madison Avenue, New York.

LASKIN MOUTON,
the dyed lambskin that is processed to look almost exactly like sheared beaver, is described in this booklet "Newest Fashions in Laskin Mouton." J. Laskin & Sons Corp., Dept. V, 130 West 30 Street, New York.

NEW SHOE STYLES
are featured in Shoecraft's new booklet. It illustrates their latest models for the long, narrow foot. A convenient order blank is included. Shoecraft, Dept. V, 714 Fifth Avenue, New York, New York.

HOUSEHOLD

GUIDE FOR THE BRIDE
is Wamsutta's booklet, rich with information for the bride, or any woman selecting linens. It tells how many sheets and pillow cases are needed for various households, small, large or in-between. Wamsutta Mills, Dept. V, New Bedford, Massachusetts.

LEROUX LIQUEURS
are described and illustrated in an attractive new booklet. In addition you will find recipes for many of your favourite drinks. Leroux & Co., Inc., Dept. V, 1220 Spring Garden Street, Philadelphia, Pennsylvania.

TRAVEL

WHITE SULPHUR SPRINGS
A photographic story of the activities at The Greenbrier, famous White Sulphur Springs resort, and a schedule of coming events are given in an attractive new booklet. For your copy, write The Greenbrier, Dept. V, White Sulphur Springs, W. Va.

SARATOGA SPA
is an informative booklet about the therapies of this beautiful health resort. An analysis of the healing waters, prices for various treatments, and a list of hotels and boarding houses are given. Saratoga Spa, Dept. 602, Saratoga Springs, New York.

GIFTS

ROBERT W. KELLOGG COMPANY
issues "Gifts 1940", a catalogue of unusual gifts calculated to make your reputation as a giver of something useful, exciting, different. It lists everything from miniature cups and saucers and fishermen's barometers to marionettes and goat bells from the French Basque Country—something to use, and wear, and enjoy. Robert W. Kellogg Co., 76 Hillman Street, Springfield, Mass.

DANIEL LOW
has a new gift catalogue, the annual book of gift suggestions by this famous New England firm which has been in business for 74 years! They have sold by mail since 1890. The new catalogue contains hundreds of unusual gift ideas—novelties and presents to delight everyone on your list. Unique gifts are shown in all price ranges, and there is a wide assortment of types from which to select. Daniel Low & Co., 211 Essex Street, Salem, Massachusetts.

SCHOOLS

VOGUE'S SCHOOL DIRECTORY
a brand new edition of the directory includes a list of pointers for parents on choosing the right schools for their children. There is a helpful listing of private schools for boys and girls, and vocational schools for adults. Vogue's School Bureau, Dept. 9, 420 Lexington Avenue, New York.

Beauty Editors Recommend

HARPER'S BAZAAR.—"First, last and always, don't forget soap and water to keep your pores free and unclogged. Grace Donohue has a special soap that lathers instantly and contains 15% colloidal sulphur, a recognized disinfectant and healing agent. It works wonders with blackheads . . . A brush, just forceful enough, comes with it."

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15% Colloidal Sulphur Cleanser
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A water-soluble solidified cream in cake form, excellent for surface eruptions, blackheads, whiteheads, oily or dry skin. For best results use COMPLEXION BRUSH. Try GRACE DONOHUE MILKY LOTION—Powder Base, smoothes, softens—1.00, 1.50
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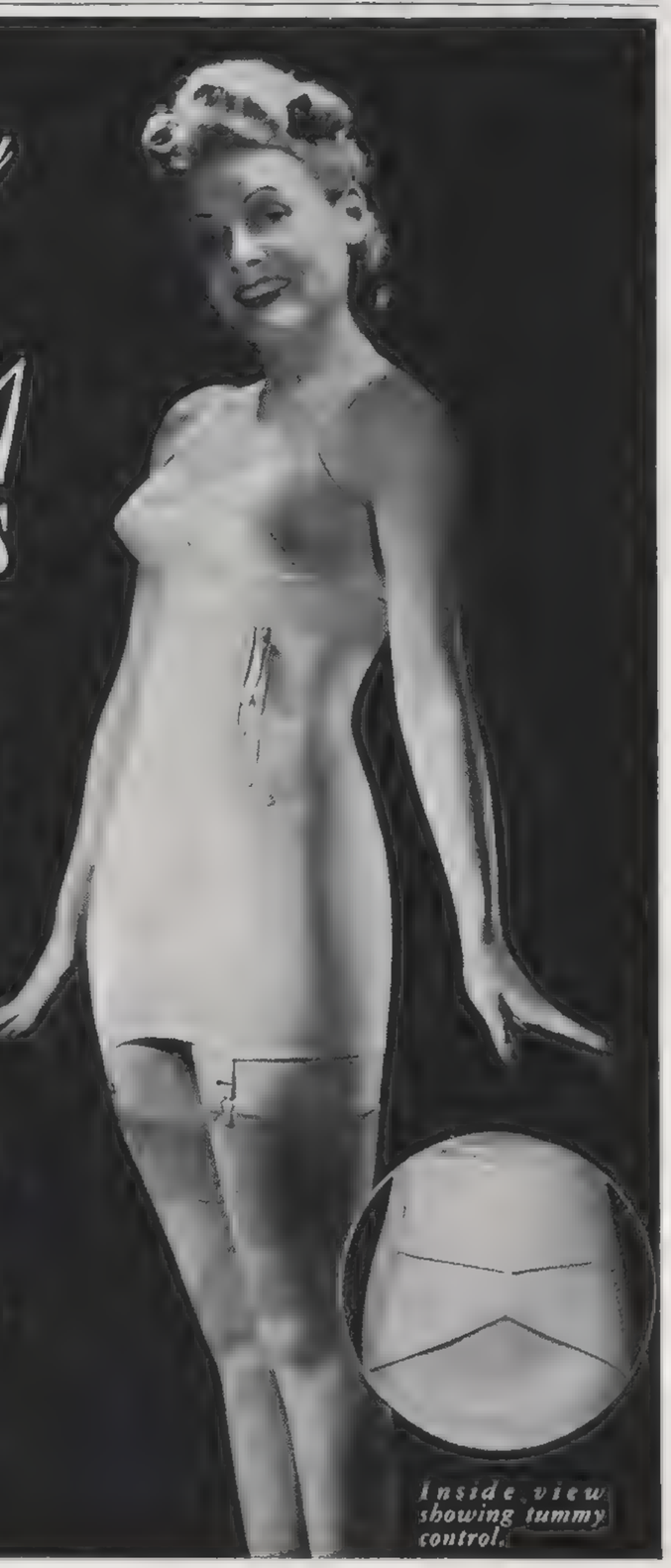

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HERE, truly, is the shoe of the moment . . . Arnold's new BEAGLER is in step with Fall . . . ready to take your busiest day right in stride. You will feel like wearing this shoe everywhere. And you'll find you *can!* Write for the name of your nearest Arnold dealer.

M. N. ARNOLD SHOE COMPANY, South Weymouth, Mass.

THE BEAGLER, in tan saddle grain calfskin . with Bootmaker finish.

ARNOLD *Authentics*

WITH THE *GLOVE GRIP* . . . FOR YOUR COMFORT

CHARLES DANA GIBSON

(Continued from page 125) complete without a leather pillow bearing, in gruesome pyrography, the head of a Gibson Girl—curls, smile, chignon, parted lips, and all the rest of it.

In 1932, Gibson definitely decided to devote himself to painting. He was through with work, in the ordinary sense. He had been successful, and he had worked hard. He had, all through the war, done valiant and telling work for the Government: posters, cartoons, drawings, and a splendid job of organizing the other American artists. But he wanted to retire, and to paint when he liked, and as he pleased. He began his avocation by executing landscapes, racing regattas, garden scenes, and interiors, while, in the domain of portraiture, he tried his hand at sea-captains, youthful friends, here and there a grandchild, and, inevitably, Mrs. Gibson. By the end of 1934, he had exhibited eighty paintings at the Academy of Arts and Letters in New York.

Of late, portraiture has more and more intrigued him: witness the likeness of Miss Aldrich in this issue (page 72), a painting perhaps slightly reminiscent of Sargent and Boldini. But Gibson always refuses to take his portraits too seriously, and, with a princely gesture, disdains accepting any remuneration for them, notwithstanding all their freshness, gaiety and decorative quality.

It is perhaps because Gibson derives, on both sides, from New England stock (there is still a little taint of Boston in him) that, every year in the month of April, he closes his house in New York and passes six months on Seven-Hundred-Acre Island, an abode that lies off the coast of Maine. Indeed, his figure has become—except for Mr. Roosevelt's at Campobello—the most notable landmark on that rock-bound shore. Seeing him standing there—in his rôle of Abraham or Isaac, or whatever other Patriarch—stalwart, erect, immense, and surrounded inevitably by children, I am reminded of the image of Jim Jeffries, in what is perhaps Gibson's best-known drawing, the sketch that was called "The Champion" and is now (unless the Germans have captured

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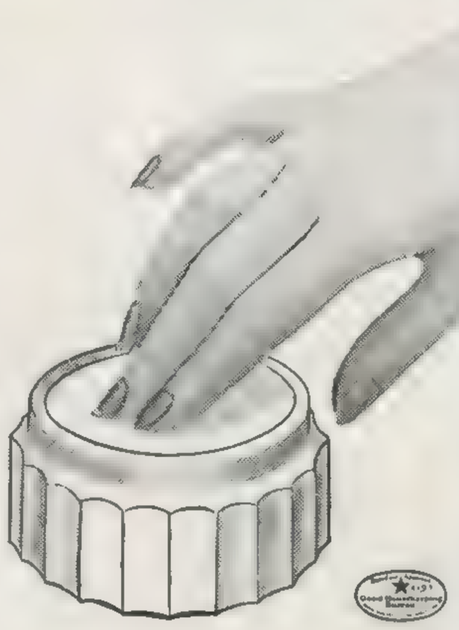
1. Does not harm dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly checks perspiration 1 to 3 days. Removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless, stainless vanishing cream.
5. Arrid has been awarded the Approval Seal of The American Institute of Laundering for being harmless to fabrics.



39¢ a jar

Also in 10¢ and 59¢ jars

MILLION jars of Arrid have been sold . . . Try a jar today—at any store which sells toilet goods.

ARRID

Sparkle Eyes

BY ALWYN

All eyes are on this glamourful compact, so much the rage in gold and precious stones... now so cleverly reproduced by Alwyn. In plain or engraved gold or silver finish ...with fascinating "Sparkle Eyes" paved with tiny rhinestones.

COMPACT or Matching Cigarette CASE $3

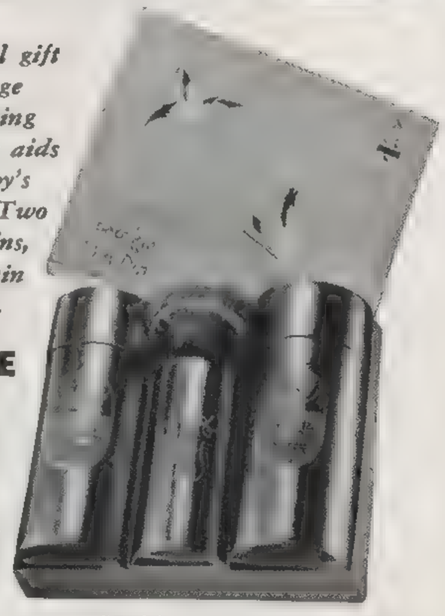
At leading stores, or write:

ALWYN CASE CO., 339 Fifth Ave., N. Y.

NEW! The Perfect Gift FOR EVERY LAYETTE AND BABY SHOWER

"I love my BABY'S COMPANIONS—so does Mommy. Saves her time."

Beautiful gift package containing scientific aids to Baby's welfare: Two babykins, One Din Din.



PRICE $2

Add 25c west of Rockies

babykin: Holds 8-oz. nursing bottle. Keeps milk at proper temperature for 2 a.m. feeding, auto trips, etc. Comes in lovely pastel blue and pink shades.

Din Din: Heat-retaining nursing bottle holder. Keeps milk warm—holds bottle at proper angle while baby feeds. Blue container, amber rubber breast cap, pink rubber holder.

At leading dept. stores or baby shops.

If your store cannot supply you, send us $2.00 and we will ship prepaid. Money refunded if you are not delighted.

LOCKWOOD PRODUCTS

2061 Southport Ave. • Chicago, Ill.

WHAT A *Smart* WOMAN!

They'll say it as you pass by, wearing your Betty Barrett Shoes.

"Aren't her feet lovely . . . such trim, shapely shoes. And do see how beautifully she walks, so poised and graceful!"

But they'll never suspect the reason . . . that Betty Barrett Shoes have Uni-Shanks that prevent heels turning, and *make* you "walk your best."

Write for the name of your nearest dealer. Betty Barrett, c/o Barrett Shoe Company, Frankfort, Ky.

Betty Barrett

CHARLES DANA GIBSON

it), in the Luxembourg.

The Gibsons' island, a refuge that can only be reached by water, is personalized and (actually) ruled over by Mrs. Gibson —and *there* is a Gibson Girl grandmother if ever there was one. Her principal preoccupations are her husband, her grandchildren, her rose-garden, and her singing (see *The Love Song*), and in precisely that order of preference. Their house at Dark Harbor is rambling, and sunny, and broad, and grey and white. It is surrounded by beech-trees, with smooth grey trunks and rich green leaves. The undulating lawn is, here and there, broken by the gaunt grey rocks of Maine. There are a great studio, of course, and many high, arborvitæ hedges; and everywhere about there are sea-shells, and grandchildren, and other children, and gulls, and the plaint of fog-horns, and heliotrope, and small boats, and clam-bakes and rocking-horses, and wet seaweed. And when, finally, one stands on the rocky and wave-swept beach, it is difficult not to remember Edna Millay's lines: "Rooted in sand and dragging driftwood, straggles the purple wild sweet pea." And, finally, though there is a farm on the island, it has long been a lament of the Gibsons that their three cows—apparently so well-inclined—yield too little milk for the grandchildren's Sunday ice-cream.

Mrs. Gibson, after forty-five years of married life, seems as vitalized, as youthful in spirit, and every bit as gay as when she first came to, saw, and conquered New York.

There is a little story that will illustrate her amazing position as a then reigning beauty. Shortly after the turn of the century, *Life* grouped the heads of twenty Gibson Girls on a single page, and offered a prize of a hundred dollars to the person who could most correctly indicate the exact order of their beauty. Finley Peter Dunne (Mr. Dooley), after an agonized study of the page, was heard, finally, to remark: "What makes it so very difficult is that all of the girls are Irene."

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

355	$2.00
360	2.00
364	2.00
S-4261	1.00
S-4263	1.00
8870	.60
8878	.50
8880	.50
8882	.75
8884	.60
8885	.75

introducing the

"Park Lane"

in gleaming Spencer Silver finish

by Rex *Fifth Avenue*

Lovely disc, 4 inches across with hand-engraved initial, engine-turned gold ring and new jeweler's lift lock. A luxurious velour puff, and an enormous mirror to reflect your entire face. A gift to prize, a treasure to own.

$1.50

sold at leading stores in your city

Rex Products Corporation
292 Fifth Avenue, New York

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Modern Styles Favor The Slender Figure

YOU should be slender if you wish to wear smart, stylish clothes, effectively.

Perhaps all women cannot become slender—but many have slenderized or lost weight by this easy plan.

Many overweights praise the AYDS Candy reducing plan. It is easy. It is pleasant. No drugs. No exercising. It is usually effective where overweight is caused by over-nutrition.

One or two delicious pieces eaten just before each meal . . . and AYDS Candy curbs the craving for rich fattening foods. AYDS contain vitamins A, B1 and D and other essential nutrients. The diet is reduced automatically without the usual effort . . . without weakening effects . . . without hunger pangs.

Two dollars for a thirty days supply at leading department and drug stores. Satisfaction guaranteed. Your dealer has AYDS or can get it for you.

THE CARLAY COMPANY
160 E. Illinois St., Chicago, Ill.

Ayds

Candy . . . with Reducing Plan

HANDKERCHIEF of the MONTH*

Cheer Leader

Banners, binoculars, bright-flowered corsages —traditional accents in America's gala weekend scene. Your costume hankie echoes the spirit . . . gayest of familiar fall flowers — chrysanthemums, dahlias, zinnias—in correct costume colors. Sheer white Irish linen. Look for the label . . . at your favorite store . . . 50¢

Burnel — New York

*Reg. U. S. Pat. Off.

THE PERFUME GAME

DO you know how to play the game? The game where people say, "Magnolias, reconstruction, green eyes," and you're supposed to say Scarlett O'Hara just like a flash?

Because categorizing perfume is pretty much like trying to put your thumb on quicksilver, we've decided instead to make the game settle "what kind of perfume is for me?" We know the *perfumes*, the types with which they would blend. *You* know your type. Identify it, and below you'll find perfumes right for you.

Œufs à la neige, stiff black velvet, marquise diamonds
"Nuit de Noël"; Caron
"Vega"; Guerlain
"Surrender"; Ciro
"Numéro 12"; Lenthéric

Chiffon, champagne, sudden laughter, a mink hat
"Shocking"; Schiaparelli
"Numéro 5"; Chanel
"Blue Grass"; Elizabeth Arden
"Transparence"; Houbigant
"Récital"; Millot

Rose velvet, Swinburne, paste buckles, Chippendale
"Crêpe de Chine"; Millot
"L'heure Bleu"; Guerlain
"Dans la Nuit"; Worth
"Rumeur"; Lanvin
"Piège"; Grenoville

Pearl-handled revolver, deep water, love-letters, Venetian-red
"Shalimar"; Guerlain
"Danger"; Ciro
"Mon Image"; Lelong
"Tzigane"; Corday
"Noir"; Weil

Pale blue damask, tourmalines, strawberries, music-box
"Salut"; Schiaparelli
"Bond Street"; Yardley
"Secret de Suzanne"; Suzanne
"L'Aimant"; Coty
"Of Thee I Sing"; Charbert

Jet earrings, Picasso, absinthe, frost flowers
"Numéro 22"; Chanel
"Jet"; Corday
"Anticipation"; Lenthéric
"Jabot"; Lelong
"Tabac Blond"; Caron

Stravinsky, red caviar, Cellini cup, square-cut emerald
"Infanta"; Matchabelli
"Fleurs de Rocaille"; Caron
"Coq D'Or"; Guerlain
"Possession"; Corday
"Ave Maria"; Matchabelli

Red-and-white stripes, a clarinet, a young colt, Coca-Cola
"Apple Blossom"; Rubinstein
"Straw Hat"; Fabergé
"A Bientôt"; Lenthéric
"Carefree"; Lelong
"Mais Oui"; Bourjois

Are your cocktails Professional?

Home-made cocktails rarely achieve the professional excellence of HEUBLEIN'S CLUB COCKTAILS. Seven perfect varieties. Just add ice and serve. Dry Martini illustrated, 71 proof.

Are Your Canapes Professional?

FREE! Write for The Club Bar-Man's recipe booklet of smart new snacks to serve with cocktails. Address Dept. B, G. F. HEUBLEIN & BRO., Hartford, Connecticut.

HEUBLEIN'S *Club Cocktails*

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Hawaii's spell is subtle . . . her appeal, infinite . . . her artifices of sun, sea and flowers are without parallel . . . in all the world there is only *one* HAWAII . . . Sail in safe American ships, across peaceful seas . . . prepare to be captivated by these isles of unparalleled charm. Meet some measure of the experience . . . in the word-and-picture story of HAWAII and the SOUTH SEAS . . . available at TRAVEL AGENTS or the MATSON LINE offices. MATSON NAVIGATION COMPANY ★ THE OCEANIC STEAMSHIP COMPANY

THE BEADLESTON SISTERS

of Park Avenue and Southampton

PEGGY SAYS:

"WE BOTH SMOKE CAMELS—
THEY'RE SO MUCH *MILDER*"

AND NANCY ADDS:

"THEY HAVE MORE *FLAVOR*, TOO!"

"The 'extras' are the very things we like best about Camels!" And here are a few of the many other distinguished women who prefer Camel cigarettes:

Mrs. Nicholas Biddle, *Philadelphia*
Mrs. Gail Borden, *Chicago*
Mrs. Powell Cabot, *Boston*
Mrs. Thomas M. Carnegie, Jr., *Philadelphia*
Mrs. Charles Carroll, Jr., *Maryland*
Mrs. J. Gardner Coolidge 2ND, *Boston*
Mrs. Anthony J. Drexel 3RD, *Philadelphia*
Miss Eleanor Frothingham, *Boston*
Miss Polly Peabody, *New York*
Mrs. Rufus Paine Spalding III, *Pasadena*
Mrs. Oliver DeGray Vanderbilt III, *Cincinnati*
Mrs. Kiliaen M. Van Rensselaer, *New York*

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Winston-Salem, North Carolina

Peggy and Nancy are the daughters of Mrs. C. Perry Beadleston of New York and Long Island. Among their family forbears are a Territorial Governor, a World War general...

Noted for their glowing blonde beauty

Good companions, the Beadleston sisters are usually seen together at débutante parties, the theatre, polo matches. Serious-eyed Peggy reads a great deal, would like to be a writer... Nancy (*seated on arm of sofa*) is fun-loving, figure-skates beautifully, composes swing music.

"Camels... our favorite cigarette"

They agree that: "There's something special about a Camel. It always tastes just right. Milder, cooler, and full of flavor! Camel cigarettes are gentle to the throat, too—not a bit harsh." As Nancy says: "You'd have to *smoke* Camels to know how grand they really are!"

In recent laboratory tests, CAMELS burned 25% *slower* than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

5 *EXTRA SMOKES PER PACK!*

EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS

The Cigarette of Costlier Tobaccos